

J S Briggs 31aug01  
c Lawyers Co-op Co

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIV. NEW YORK, FEBRUARY 26, 1896.

No. 9.

## Isn't it Self Evident?

if the largest and most successful adver-  
tisers in the world utilize  
extensively

## STREET CAR ADVERTISING

that it would pay you to do the same?  
Communicate with us for  
rates, etc.

GEORGE KISSAM & CO.,  
253 Broadway, N. Y.



# Attractive Head-lines

are a great help in drawing attention to advertisements.

Sometimes the whole story is told in the headline, the remainder of the advertisement being used to increase the interest of the reader.

To secure a satisfactory appearance in large numbers of papers is expensive on account of the necessity of furnishing an electrotype or stereotype for each paper.

The Atlantic Coast Lists require from the advertiser but *one electrotype* for their 1,520 weeklies.

The saving in these electrotypes, together with the postage or expressage necessary to place them in the different newspaper offices, will generally more than pay for the cost of the advertising.

1,520 Local Weeklies.

Reach more than one sixth of all the country readers of the United States each week. One order, one electrotype does the business.

Catalogue for the asking.

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ATLANTIC COAST LISTS

134 Leonard Street

New York

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XIV.

NEW YORK, FEBRUARY 26, 1896.

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## PHOTOGRAPHY IN ADVERTISING.

The use of photography as a commercial illustrator opens up a comparatively new field, but nevertheless one which might well be afforded a chapter in the history of the development of that science. As applied to pictorial advertising, photography has within the last two or three years advanced to the rank of an art. Fifteen years ago the leading magazines of the times contained scarcely any advertising whatever in their pages outside of their own, and the few illustrations accompanying these consisted principally of wood-cuts and stipple engraving—well executed, stiff and uninteresting. To-day a person, no matter how unfamiliar with the progress of illustrated advertising he may be, need only receive the hint to see at once that the attractiveness of the advertising pages in a large magazine is mainly owing to photography in one or other of its branches. In making this statement it is not to be supposed that the artistic element essential to good illustrating of any kind is wholly due to the camera; what photography has done was the placing within the reach of all the only cheap and effective medium through which advertisement illustrating could be made available. The successful merchant who employs an advertisement writer, an artist and a process man, can look back on the time, and that not very long since, when pictorial illustrating was unthought of. The demand for richly illustrated magazine literature has within the last ten years invaded the realms of advertising. It has done this with a progress so gradual that the man of '95 cannot realize, except by comparing the flat with the attractive and the uninteresting with the entertaining, what a boon photography has really been to his commercial interests. It is not our desire to claim for photography the place occupied by

the pen-and-ink artists whose work it copies. The true value of the camera is secondary to that of illustrating as regards the actual artistic side of pictorial reproductions. While the camera has been used to advantage in certain instances as a substitute for free-hand illustration, its proper scope is limited to the production of good photographic results.

In looking back over a file of representative magazines as recent as 1888, the advertisement cuts are astonishingly antique in appearance; out of about one hundred illustrated advertisements in the back pages of a standard magazine of that date, the number of cuts produced by photographic processes does not amount to more than fifteen, the rest being wood-cuts and electrotypes. A year later, in 1889, the only photographic cuts in the same magazine were a couple of phototypes from indifferent drawings and several half-tones of negatives and wash drawings. Taking a jump to 1892, photography is seen to have expanded over more than one-half of the advertising space, crowding out stipple work entirely and throwing carefully-executed wood-cuts into the shade. In 1893, photography is represented by half-tones of carriages, of model homes, infants who have thriven on the best brand of canned food, cameras and photographic views, sporting views, sporting goods and reproductions from free-hand wash-drawings; and pen-and-ink work embraces all kinds of cartoons, architectural sketches, mechanical drawings, etc. In 1894, in the more recent numbers of all the popular magazines, it would be difficult to find twenty-five cuts which had not been produced by some photographic means. This brief review of recent illustrated advertisement is only a small portion of the evidence that photography is taking the lead in advertisement lines. The growth of process

photography has been co-incident with the artistic demands made by the times, and as an illustrator it has proven, to all commercial purposes, superior to any other method of turning out good cuts at a nominal cost.

Pictorial advertising is not confined to the pages of the magazine or newspaper. It extends to street car advertising, business cards, pamphlets, catalogues, announcements, and a host of lesser printed matter in the interests of advertisement, all the indirect result of photography and kindred processes. Street car advertising to-day, with the exception of a few instances, is not complete without the adjunct of illustration. An ordinary pen-and-ink drawing of the most trivial nature, say a scroll or corner design for a street car placard, cannot reach the public without the assistance of the process man who by the swift manipulation of a zinc engraving reproduces what would have taken the wood engraver of twenty years ago twice as long to do half as well. Most of the color prints in the street cars are made from reproduced sections of the artist's original drawing. As many zinc cuts of the drawing are made as there are colors to be printed, and those parts of the type not to be used are cut out, leaving exposed the section of each block that is to bear color. When all these process plates have been printed in their respective colors by as many different impressions in the press, the effect is identical with a lithographic print. In photographing an original drawing, the nicest care is requisite to make the zinc cuts exactly alike, so that the whole figure will hang together accurately when the color blocks have been successively placed in the printer's chase. Decorative covers for magazines, to be printed in one or more colors, are sometimes made in the same way.

Delicate advertisement cards that would deceive an expert in detecting them from engravings are made from the drawings of the skillful pen-and-ink letterer, whose immaculate line work is reduced one-third in the copying, thus sharpening the already clean cut drawing.

Photography has also usurped the steel engraver's as well as the lithographer's art. Line drawings of machinery, furniture and mechanical appliances can now be worked up so skillfully with the ruling pen and re-

produced by photography that commercial engraving has been considerably depreciated and will in time doubtless be superseded by the newer method.

As an artistic illustrator little as yet can be said of photography, except that its best results have been obtained in connection with advertising. Child photography wash drawings of interiors and figures, and views of towns about mark the successful limit to which pictorial half-tone has arrived.

The head of a child reproduced in a very coarse half-tone is at once interesting because it is a good photograph and interesting because it is not a conventional picture. Photographs of figures, heads or scenery, done in pen and ink so that the general resemblance to a photograph is not lost, will attract the attention of a person glancing through the advertising pages of a magazine where an engraving would be passed by. It is just such points as these that the commercial advertiser of the day has grasped and is applying successfully in the shape of figure drawings, cartoons, jokes and clever sketches to illustrate bright reading matter. And he is doing this with the assistance of the artistic photographer and the process man instead of the engraver, whose usefulness will soon be a thing of the past.

—*American Journal of Photography.*

#### CY AND I.

*By Eugene Field.*

As I went moseyin' down th' street,  
My Denver friend I chanced t' meet.

"Hello!" says I,

"Where have you been so long a time  
That we have missed your soothin' rhyme?"

"New York," says Cy.

"Gee whiz," says I.

"You must have seen some wonders down  
In that historic, splendid town;"

And then says I:

"For bridges, parks and crowded streets  
There is no other place that beats

New York," says I.

"Correct!" says Cy.

"The town is mighty big, but then  
It isn't in it with its men,

Is it?" says I.

"And tell me, Cyrus, if you can,  
Who is its biggest, brainiest man?"

"Dana!" says Cy.

"You bet!" says I.

"He's big of heart and big of brain,  
And he's been good unto us twain"—

Choked up, says I.

"I love him, and I pray God give  
Him many, many years to live!

Eh, Cy!" says I.

"Amen!" says Cy.

—*McClure's Magazine for March.*



## MR. LOUD'S BILL.

## AN ASSAULT UPON CHEAP LITERATURE.

The "Libraries" are now the *Literature of the People*, giving a vast volume of the best works of the best authors, at remarkably cheap prices, accessible to the remotest sections through the U. S. mails under the second-class rates in force since 1879.

To now withdraw the privileges of the Act of March 3, 1879, is to strike down vast vested interests created and fostered by that act.

It is to deny the people the privilege and right to the best literature at nominal cost.

It is to directly conserve the interests of the bound book trade—thereby being class legislation.

It is to relegate to the express companies an immense business, greatly to their profit and satisfaction—thereby legislating in their behalf.

It is a protest against cheap postage, and therefore a retrograde in the hitherto liberal and popular policy of the U. S. Congress.

It will affect disastrously all the allied trades of paper-making, printing, etc., and throw out of employment thousands of workmen and women now engaged in manufacturing and circulating the libraries.

It will suppress competition with the "regular" or bound book production and trade, and therefore largely enhance the cost even of bound books, whose price is now kept to reasonable rates by the competition of the libraries.

It will seriously affect the newsdealers, whose chief business is the sale and distribution of papers, and of periodicals—which the libraries all are, by the law of 1879, and by the decisions of the Attorney-General as against adverse rulings of the Post-Office Department.

It will restrict or suppress the trade of a large number of merchants in all parts of the country, who, recognizing the great popularity of these "Library" issues, have superadded their sale to their general trade.

It will create confusion in the postal service, by giving to the Postmaster-General, or his subordinates in the head office, or the postmasters of the great publishing cities, the power to declare what shall be regarded as a "periodical" and what shall be considered as a "book."

It may be, as the authors of this

bill urge, that the admission of the libraries to the mails, at second-class rates, "entails a loss to the Government," in their transportation and handling, but that loss is immeasurably less than has been assumed, a careful estimate by competent authorities showing it to exceed, for the libraries proper, but slightly the sum of \$340,000 per annum, but when it is considered that the letter correspondence necessitated in the publication and sale and circulation of the libraries is enormous, it may be safely assumed that, in the end, Government is the actual gainer by the transportation of the libraries, by its transactions with the public that reads and the publishers who produce them. If any deficit really ensues to the Department, by the carriage at second-class rates of this literature of the people, the benefits conferred certainly are too direct and inestimable to be questioned, and the vast reading public that is so benefited will repudiate an act which proposes to add the extraordinary increase of seven hundred per cent to the hitherto postal rates on libraries and serial issues.

It is equally impracticable and absurd to talk of making the Post-Office Department and Postal Service *self-sustaining*. So long as the best interests of the people are conserved by cheap postal rates and ample mail facilities, the General Government will cheerfully meet any deficiency in the revenues of the Department—just as it meets the "deficiencies" in the Navy Department, in the Army Department, in the Agricultural Department, in the Interior Department, in the State Department. As well might it be required that these should be "self-sustaining" as that the essentially People's Department—the U. S. mail—should be made to pay its way.

But, if it is desirable that the Post-Office Department shall be self-sustaining, then let the General Government pay into the Department the six million dollars which is the annual deficit from carrying its matter free under the franking privilege; let it also pay for the gratuitous use of the mails by newspapers, within the county where published, and thus add another million dollars to the Department's revenue. With such remuneration for service rendered, and with a certainty of constantly enhancing revenue from letter carriage, there will be no need of legislation for reducing the volume

of second-class matter, nor for increasing rates on the everywhere popular libraries to a point fatal to their existence.

### LOSING GROUND.

*By Chas. Paddock.*

Suppose one nation, at war with another, captured a large portion of the enemy's territory after hard fighting and expenditure of money and men. Supposing it receded from the conquered ground the day after the battle and commenced to fight for the territory over again. The press and the public would unite in heaping obloquy on the idiots who voluntarily surrendered without cause the ground they had won by the sacrifice of men and money.

And that is just the position of the advertiser who, after gaining a victory over the public through his ads, winning its ear and conquering its mind, deliberately gives up his vantage ground, withdraws his ad from the newspapers and practically undoes everything he has done, loses every point he has gained, and relinquishes every captured position.

Every ad gains *some* friends on publication—the better the ad the more friends it makes. When the ad is missed the friends are missed also—it is a case of "out of sight out of mind." Doesn't it look like the height of folly to spend time and money in securing something which you give up as soon as gained! It does not seem as if there could be any rational excuse, ordinarily, for such a course of action, yet there are many advertisers guilty of it. How they ever make their advertising pay—if they do—is a mystery to me.

There is a story told of a tardy schoolboy, who gave, as an excuse for being late, the plea that the roads were so slippery he could make no progress. "For every step I took forward," he said, "I slipped back two." "Then," said the schoolmaster, "in that case how did you ever reach school?" "Oh," he answered, confusedly, "I turned back and walked the other way."

The excuse was no more absurd than that put forward by some of these "tardy" advertisers. In fact they most assuredly "walk the other way" when they stop advertising. They turn their back on the friends they have already made, and it costs them

just as much effort and expense to renew the acquaintance later on.

The consistent advertiser is the *persistent* advertiser. Stagnant water is never healthy—that in the ever-flowing river is always fresh and pure. The old fable about the tortoise and the hare can be well applied to this subject. Fleet as the hare was, he "lost ground" while he slept. And there can be no question as to advertisers "losing ground" when they take advantage of what they term the "dull" season—which their own apathy helps to make—and withdraw their advertising from the newspapers.

### THE ACCOMMODATING ENGLISH LANGUAGE.

"I am here, gentlemen," explained the pickpocket, "as the result of a moment of abstraction."

"And I," said the incendiary, "because of an unfortunate habit of making light of things."

"And I," chimed in the forger, "on account of a simple desire to make a name for myself."

"And I," added the burglar, "through nothing but taking advantage of an opening which offered in a large mercantile establishment in town."

But here the warden separated them.—*Keystone.*

### IT IS SUSPICIOUS.

The publisher who professes to accept advertising at a price lower than he charges others for the same service confesses either that he is deceiving others or that he is deceiving the person whose advertisement he seeks. In either case he cannot be believed. If he takes three-quarters of his price from one he will take half from another. If he can afford to take less than his regular rates from one, he confesses that he is charging others too much and making them pay for the advertisements of a few more favored.—*Clothiers' and Haberdashers' Weekly.*



### THE WAY WOMEN LOOK AT IT.

Lawyer (in will case).—Were you acquainted with the deceased?

Witness—Yes, sir.

Lawyer—Did she exhibit any signs of insanity?

Witness (promptly).—Yes, sir; she never went to a bargain sale.

## The Ladies' Home Journal

**P**AYS the highest prices for the best obtainable matter in all its departments. It caters to intelligent people, and is in a position to command the best thoughts of the best writers and the services of the most distinguished artists.

**I**T has a larger paid circulation than any other magazine in the world—more than seven hundred thousand copies each issue.

**The Curtis Publishing Company**

**Philadelphia**

**NEW YORK:** Metropolitan Building

**CHICAGO:** 508 Home Insurance Building

## POLITICAL ELECTION ADVERTISING.

*By Joel Benton.*

We are rapidly approaching that great convulsive year in which a President is to be made, when the public is to be appealed to by a thousand strident voices to keep t'other dreadful party and its myrmidons out, and let in the only true blue patriots. A good many of the people know what the most of these lurid appeals mean, and yet, before it is all over with, the great mass of us will be excited by the grand scrimmage, and join in the quadrennial delirium.

Neither party, it may be said, can make much of the advertising pages of the newspapers, because the reading matter will be itself red hot—and where it is red hot for our side we don't need them, and where it is furious against us we shall not often be able to buy space. But it is possible to placard boardings and the elevated railway areas with brief and memorable dicta, which the wayfarer, though a fool, can either absorb or at least cannot run away from.

This thing has been done in previous years—usually on the very closing weeks of a campaign—but never, I think, very wisely done. It is true the partisan flames at that time shoot up so high that the appeal is to rank prejudice; the recklessness as to truth and the announcement of roorabacks are all considered effective and timely. Did any one ever see one of these latter-day placards that even their authors would wish to stand by or repeat a week after the election is over? I am sure I never did, and I have been a diligent and amused reader of these effusions.

It suggests to me the question—Why cannot the various party committees do something in the way of pungent and placarded argument earlier in the fray, before their blood boils, which shall address a brief series of reasons to thinking men, showing why their party should be successful and the other—all others, in fact—should be sent up Salt River? Something might be said, too, about the candidates' worth and virtues on their side without any slurring or severe abuse of their opponents.

It must be that we are really a rational and, in the main, a virtuous and patriotic people, in spite of the evidence of previous political cam-

paigns, which would make Mr. Howell's Traveler from Altruria conclude to the contrary. As the same mind always takes more account of affirmative virtues than it does of prejudiced thrusts, these should predominate.

These appeals and statements would need to be well put, and briefness, force and lucidity should characterize them. There would need to be a whole arsenal in a paragraph—something so admirably said that it would stick in the mind and be carried away. The American voter is not only amenable to reason when it dawns upon him, but he is eager to hear reasons even from the new parties which are outside of those which command the most votes.

Very taking and useful besides would be the cartoon and artistic poster in this connection. Nothing puts a sharp point so thoroughly under a calcium light, so to speak, as do these modern instrumentalities. They conceal fallacies sometimes even better than the most adroit phraseology can—and we all know that in very earnest political arguing there is apt to be much that is fallacious which would profit by being well masked.

I have spoken of the difficulty of getting the party paper on one side to insert even in its advertising columns an argument against itself. But there are papers, no doubt, that would do this. I am sure that an editor who should do it would find that the toleration it permitted would lend force to his own editorials. To refuse to do it is not only to seem to fear the stability of your own ground, but to show a dislike of truth and fair play. In editing, many years ago, a paper, through a Presidential campaign, I went farther than this. I let the enemy in amongst the reading matter, refusing nothing against myself or side that was well written, correcting the grammar and style at times so as to win the writers' thanks, and charging nothing for either service.

It proved a really great business hit, and a political one too, for the town and county where the paper went was a green oasis for us where the election returns brought elsewhere a desert of defeat. In papers already neutral both sides might well buy advertising political space, which would be profitable all around, and add to the gayety of local annuals.



She knows a good thing when she  
sees it.

## THE SUN'S

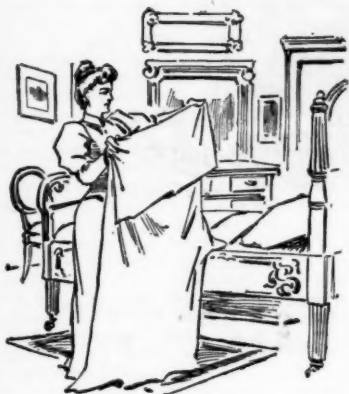
advertising, as well as its news, columns  
are filled with "good things." Why don't  
you join the army of merchants already  
represented and tell about the "good  
things" you have to offer?

Address:

**...THE SUN...**

**New York.**

## ..HOUSEHOLD DUTIES..



*come  
easy  
to the  
wife of  
the man  
who  
Advertises.*

She is free from care, as business is bound to be good when her husband lets people know where he is and what he has for sale—of course he takes in all of the

## STREET CARS

for he is up to date.

**Why don't you ?**

**SEND FOR  
OUR LIST.**

**GEO. KISSAM & CO.,**  
Postal Telegraph Building, N. Y.

# No City In the World

is so completely covered  
by a daily newspaper as  
is the city of Washing-  
ton by



# The.... Evening Star....

It goes in 82½ per cent of all  
the occupied houses in the \* \*  
National Capital.

Its rates are lower, considering  
quantity and quality of circula-  
tion, than those of any daily  
newspaper printed, being but 7½  
cents per agate line for 10,000  
line contract.

New York Representative :  
L. R. HAMERSLY,  
49 Potter Building.

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# \$1,000

in  
**Cash Prizes**  
for  
**Ad-Smiths**

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For full particulars send for a ninety-two-page pamphlet, telling all about the American Newspaper Directory, its aims, objects and methods. This pamphlet has been specially prepared for the use of ad-smiths in the competition invited for the \$1,000 in Cash Prizes offered for the advertisements best calculated to sell a book. The pamphlet is now ready and will be sent free, postage paid, to any address.

Address all communications to

THE EDITOR OF  
THE AMERICAN NEWSPAPER DIRECTORY,  
10 SPRUCE ST., NEW YORK.



...THE...  
**American Newspaper Directory**

...IS A...

**SEARCH LIGHT.**

**It Reflects** beneficent rays on honest newspaper publishers and detects those who lie about their circulation.

**It Reveals** and guarantees the EXACT circulation of 5,000 newspapers. It gives a fair estimate of the circulation rating of all the newspapers in the United States, Newfoundland and Canada.

**It Enlightens** and aids the busy advertiser, by giving an index and alphabetical arrangement of facts, which saves time and patience.

**All the newspapers** published are rated by states and towns alphabetically arranged, with name of editor, population of town, railway station and principle industries.

**Part II** of the Directory rates all of the newspapers by states and counties.

**Part III** names by states and towns all papers printing 5,000 copies and over, each issue.

**Part IV** classifies all Sunday papers by states and towns.

**Part V** rates all "class" papers under their proper headings. All the religious papers are rated together by states and towns, dairy and agricultural, educational, scientific, etc. 129 different classes are thus classified by states and towns.

**It gives a Chart** showing area and population of each state and territory and the number of newspapers published in each.

**It Furnishes** all the information about newspapers needed by advertisers.

**It Has Been** published annually for 28 years and it gets better every year.

**No General** advertiser should think of doing business without owning a copy of the American Newspaper Directory, price \$5.00 delivered, carriage prepaid. Published by Geo. P. Rowell & Co., No. 10 Spruce street, New York. It is the

**Advertisers' Newspaper Search Light.**

Advertisers need not sail in the  
 dark any longer.

The American Newspaper Directory  
 turns on the light.

**PRIZE ADVERTISEMENT FOR AMERICAN  
 NEWSPAPER DIRECTORY.**

**SIXTH WEEK.**

In response to the announcement inviting ad-smiths to compete in the construction of an advertisement calculated to sell copies of the American Newspaper Directory, the number of advertisements received for the sixth week, ending February 18th, was 20. First choice was given to the advertisement here reproduced. This advertisement was written by S. P. Foster, of Elmer, N. J., and appeared in the *Times* of that place of February 14th. In the original it occupied 65 $\frac{1}{2}$ x7 $\frac{3}{4}$  inches. A 92-page pamphlet giving full details of the competition will be sent to every applicant. It contains facts and data which will be useful to competitors in preparing their advertisements.

# SAN FRANCISCO CHRONICLE

M. H. DE YOUNG, Proprietor.



Daily  
Average  
Circulation

OVER  
68,000

The **San Francisco Chronicle** is the leading paper in **standing, influence** and **circulation** published on the **Pacific Coast**.

The **San Francisco Chronicle** prints more papers and its circulation reaches more homes than any newspaper west of the Missouri River.

The **Chronicle** possesses the highest qualifications essential to advertisers—honesty, bona fide circulation, best of readers, and the confidence of its patrons. Its circulation is substantial and growing constantly, and advertisers will receive good and direct results.

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"The **San Francisco Daily Chronicle** is the most important newspaper on the Pacific Coast—one of the few in the United States that may be said to stand in the front rank of American journalism."—*Harper's Magazine*.

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**New York Office, 213 Temple Court.**

# *The Chicago Dispatch.*

is just a little over three years old, but it has broken all journalistic records in

## *This or Any Other Country*

and intelligent advertisers are quick to appreciate its worth in presenting their business to the general public.



### *It Reaches the Masses.*

It has more circulation than all other Chicago Afternoon Papers combined—excepting one.

It is the official organ of the city and county.

It has advertising space for sale at reasonable, not cheap, rates.

---

*Send all orders direct to the office in Chicago.*



# ...EVENING... NEWS

is Erie's (Pa.) great and popular Republican evening newspaper. It is double its former size, printed on a Web Perfecting Press, and circulates among a class of well-to-do mechanics and employees of the enormous manufacturing establishments more than **all** other papers in the city combined. It is the only Republican evening paper in the city, and the mass of these men who labor in the great shops and manufacturing establishments of this manufacturing town are Republicans. It is the official city paper, and it is not a **boiler plate issue**, and carries nothing but **live** matter.

It is now reaching the great agricultural section, many farmers preferring it to a weekly, as it costs but a little more. **Our circulation books are open to all, and we challenge our rivals to prove that they have a circulation equal to ours.**

**Guaranteed Circulation**

**31,000 Copies Weekly.**

Our advertising rates are low, and circulation is guaranteed. Advertising rates and other information upon application to home office, or

**H. FRANK WINCHESTER,**

Special Representative,

10 Spruce Street,

New York.

# THE TRANSCRIPT

Daily,  
Sunday and  
Weekly.

Peoria's Oldest and Best Newspaper.



# THE EVENING TIMES

Every Day  
But  
Sunday.

Best One-Cent Paper in Illinois, outside Chicago.



# THE ILLINOIS FARMER

Twice  
A  
Month. \_\_\_\_\_

The Only Strictly Illinois Farm Paper.



....THEY PRODUCE RESULTS....

Rates Firm but not High.



THE TRANSCRIPT CO.,

Eastern Representative:

PEORIA, ILL.

PHILIP RITTER,

150 Nassau Street, New York City.

A GOOD  
THING  
TO  
TIE  
TO



*The Scripps* -----  
MCRAE LEAGUE.  
E.T. PERRY, Manager.

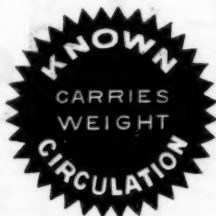
THE FOREIGN ADVERTISING DEPARTMENT.  
53 TRIBUNE BLD. ex...  
NEW YORK N.Y.

## ...The Class of People...

Most desirable to reach is that to  
be found through advertising in

# KANSAS CITY WORLD

No other paper pretends to rival it  
in the number of home advertis-  
ers represented in its columns, nor  
in the volume of advertising it  
carries every day in the year.



Daily,  
26,000

Sunday,  
31,000



**IF YOU PUT IT IN THE WORLD IT WINS**

**THE WORLD, Kansas City,**

**L. V. ASHBAUGH, Manager.**

New York Office,  
13, 14 and 15 Tribune  
Building.

Chicago Office,  
502 Chamber of Commerce  
Building.

**A. FRANK RICHARDSON.**

# Set them... ....thinking

WHO? ADVERTISERS.

WHAT? OUR CENSUS FIGURES.

HERE'S SOME MORE!

Total Population of the U. S., . . . . .	62,622,250
Total Population under 15 years of age, . . . . .	22,243,192
	40,379,058
27¾ per cent of the population live in cities of 10,000 or over . . . . .	10,599,502
Grown up people, . . . . .	29,779,556

.....Few of these Ever See a Daily.....

## BOYCE'S BIG WEEKLIES

Have a proved circulation of **500,000**  
copies weekly.

These papers (Blade, Ledger, World) circulate wholly among the latter class. That's the way to reach them.

Ad Rates: \$1.60 per agate line per issue, flat rate.

N. B.—We will accept advertising through any responsible advertising agency excepting N. W. Ayer & Son, Philadelphia.

**W. D. BOYCE CO.,**

ADV. DEPARTMENT.

CHICAGO, ILL.



## THE NEWSPAPER OF TO-DAY.

[A lecture delivered by Herbert F. Gunnison, of the Brooklyn *Eagle*, February 7, 1896, before the Chapin Club, of Worcester, Mass.]

There are published in the United States to-day about 20,000 papers and periodicals. Of this number 14,000 are issued weekly and 2,000 daily. If each inhabitant took one paper there would be a separate publication for every 3,100 of population in this country. Twenty-five years ago there was only one paper for every 6,560 of population. The number printed, however, of those papers would give to every inhabitant about forty copies a year. To-day if an equitable distribution was made of all the papers printed there would be many hundred copies for every man, woman and child in the United States. The number of newspapers published in the world is only a trifle more than double the number published in this country. I have gone into this computation merely to indicate how important a part the papers of to-day play in the drama of life. Every man and woman in this country who can read is a patron of the daily press.

Henry Ward Beecher once said: "In the United States every worthy citizen reads a newspaper and owns the paper which he reads. A newspaper is a window through which men look out on all that is going on in the world. Without a newspaper a man is shut up in a small room and knows little or nothing of what is happening outside of himself. In our day newspapers keep pace with history and record it. A good newspaper will keep sensible men in sympathy with the world's current history. It is an ever unfolding encyclopedia—an unbound book forever issuing and never finished." A better and more concise statement of the newspaper of to-day cannot be made.

A paper is often strong because of the enemies it has made. I would not for a moment contend that many of the criticisms which good people make against the modern press are not fully justified. No less a person than President Cleveland has frequently referred to the newspapers in exceedingly uncomplimentary terms. He has said that newspaper lying was never so general as now, and that in no country did it flourish as in this, and that some pa-

pers violate every instinct of American manliness, and in ghoulish glee desecrate every sacred relation of private life.

If these accusations are true I am surprised that more papers have not been driven out of business through legal proceedings, for in most States the law of libel is very severe. The fact is that the President's rhetoric is stronger than his facts. The press of to-day, in the main, is honest, is truthful, is patriotic, and furthermore the men who are at the head of our great journals and who set the pace for the smaller ones will not permit such a policy as that indicated by President Cleveland. Not that newspaper men are better than other people, but from a business view they recognize as clearly as any one else that the best policy is honesty and that the American people will tolerate no other course.

The daily newspapers of to-day are great business enterprises. They are no longer organs, are not controlled by parties, are not run for the advancement of any special faction, but for the purpose of making money, the same as factories, shops and business enterprises of all kinds are run. I am speaking of the great papers, such as are to be found in all our large cities. This may seem to be too broad a statement, and, if true, might appear as a sad commentary on one of the great educational factors of our times. But because it is true I contend that we are having better papers, that there is taught higher principles of conduct, a better kind of politics and better morals than in the old days, when the newspaper was the mouth-piece of one man, and he the editor-in-chief, and was the organ of a party or a faction. Now the election of this candidate or that does not seriously affect a paper, unless, as still may be true in a few cases, an editor is seeking political preferment or public patronage. Newspaper owners are beginning to see that a large circulation and a good list of advertisers are better assets than a "pull" in the halls of legislature or access to the White House. And to get these very desirable things less attention is paid to politics and more to the people. Editors are trying to make papers that the people want to read, and the kind of a paper that will bring the greatest number of readers, with a view, of course, of bringing the greatest number

of advertisers. The newspaper advertiser has about as much to do with the shaping of the modern newspaper as any other one influence. He is a man who doesn't care a rap for the politics of a paper, its religion or its morals. He is seeking results for money expended in announcing his wares, and he is going where he can get the best returns. The newspaper man understands this peculiar eccentricity of the advertiser and proceeds to make the paper the people want—not the paper, perhaps, that he would like to have, but the paper that the people in his community want and will buy—for if he does not do this, some other fellow will. The paper that the people will buy and will read is the kind of a paper the advertiser wants to do business with. The advertiser is a very shrewd man, and he always takes into account the character of the people served by a paper, as well as the number. The man who has goods to sell is anxious to reach the class of people who have money to spend. The people who have money to spend are the prosperous, thrifty, educated part of the community, who will not be satisfied with husks when better food can be had. The old law of supply and demand and that newer proposition, the survival of the fittest, are especially applicable in the newspaper business. The publisher who will not recognize these forces will soon find that he has no constituency to read his paper and no merchants to appeal to for the sinews of war. You may tell me that many first-class and highly respectable papers have gone to the wall because other papers less respectable and less scrupulous, have superseded them. This will only go to prove that the people are determining factors. The people preferred the newspaper and, in most cases, if you carefully studied the situation, you would find they were wise in their choice. They selected a paper that was more enterprising, gave better news reports and possibly printed more and worse pictures, an abomination that the people will have, no matter how strongly some papers oppose the innovation. The newspaper cut has come to stay, because the people want it, no matter how untrue to life the representation of some of your well-known public characters may appear.

The making of a newspaper is becoming a science, or, if you prefer, a

profession. Men now have to be trained for it the same as for any other business where skill and brains are required. "There are three things," says an English wit, "which every man thinks he can do without being taught: cook a beefsteak, edit a paper and manage a wife." Many a man has come to grief trying to do what he thought he could do in all three of these branches of effort, and especially in editing a paper. Dr. Talmage once said: "To edit a newspaper one needs to be a statesman, a geographer, a statistician, and, so far as all knowledge is concerned, encyclopedic."

The association of newspapers for the gathering of reports from all quarters of the globe has done more to make the newspapers of to-day than anything else. There is no paper in the country so wealthy that it can depend entirely upon its own correspondents and special telegraphic facilities. By means of the Associated Press nearly every daily in the country can afford to have the general telegraphic news of the world. In this country there are two organizations, the Associated Press and the United Press. Each spends in the neighborhood of \$1,000,000 a year in getting and distributing telegraphic news. In addition there are local associations, like the New England Associated Press, the New York State and the Southern Associated Press. By this method of combination we have better newspapers than could be possible without such a system.

Coming to the business office we find that the publisher or the business manager is a much more important figure than he was a decade or two ago. He is the one who more than any one else is attending to the financial end of the enterprise. The editors and reporters attend to the making of the article which the business manager is to put on the market. He must see that the article is sold and that every possible revenue is obtained. He must see that the article is produced at as low a cost as is consistent with good work—not as low as is possible, for there is as great danger in spending too little money as there is in spending too much.

Advertising has become a great art and to-day the ad writer is in as much demand and fills as important a place on the paper as the news reporter. Many papers have a staff of ad writ-

ers, and the art of putting things is becoming a profitable study for many bright young men.

The newspaper of to-day is fortunate in having the benefit of the work of some of the greatest inventors of the day. I do not know of a business in which such progress has been made in mechanical appliances as in the newspaper office. The modern printing press is the marvel of the age, only equaled by the typesetting machine. So great has been the advancement in the printing press that during the fifteen years I have been in the office with which I am now connected I have seen four sets of presses come into it. At no time was a press discarded because it was used up, but simply to make room for a new one that could do better work.

#### ANOTHER WAR.

A newspaper war of far-reaching effect has just commenced in New York. It has as its cause the question of supremacy between one-cent and two-cent papers.

The first battle was between Mr. Hearst's *Journal* at one cent against the field. Four months of lavish expenditure, backed by a campaign of great enterprise, brought the *World* down from its lofty position, and on last Sunday it announced that its morning edition would thereafter be sold at one cent in "Greater New York."

Mr. Hearst's production of the *Journal*, both as large and as good as the best high-priced papers in New York, at one cent, has shown the residents of the metropolitan district for the first time the possibilities of one-cent newspapers. The result of his courage and enterprise has been phenomenal gains in both circulation and standing. Far greater results have been obtained than even Mr. Pulitzer secured by his first campaign of gift enterprises and guessing contests.

The alleged "aim to reach a million" put forth by Mr. Pulitzer as a reason for reducing the price of his paper, does not throw sufficient dust in the eyes of those who know the situation.

The *Journal* has seriously cut into the circulation of almost all of the morning papers. Mr. Pulitzer was the first of the New York publishers to realize the situation, and not to be outdone as the other papers were in

1884, when he rushed the *World* right by them into first place, he decided to resort to the knife as the only means of salvation. Total figures of recent gains in circulation between morning, evening, weekly, semi-weekly and tri-weekly editions are misleading.

Newspaper stock has depreciated all along Park Row as a result of the battle of supremacy that is now on. Larger expenditures than ever will be necessary to meet present and future competition. There will be little or no money made until the storm has subsided and the dead wood thrown out of the procession. It will be a survival of the fittest.—*Newspaper Maker*.

#### NUGGETS AND FOSSILS.

The items that follow have been unearthed by the editor of the American Newspaper Directory while pursuing his researches for the twenty-eighth annual revision now in progress:

MR. CHARLES A. CALVO, JR., proprietor of the *Daily and Weekly Register*, of Columbia, S. C., in sending to the American Newspaper Directory a detailed statement of the issues of his daily, showing it to have had an average issue of 1,357 copies per day during 1895, says, under date of February 15, 1896:

"I hope that you will do me full justice in this matter, and not seek to ruin my business by false ratings. For it is a fact that the figures given in your Annual are relied on by advertisers, and it appears to be impossible to controvert your ratings with irrefragable and ocular proof on the ground of the publication itself that is falsely rated."

It is an interesting fact that during the entire year 1895 *Die Westliche Post*, the German paper published in St. Louis, never failed to print more than 7,500 copies for any day, no edition of the Sunday paper was so small as 15,000 copies and no edition of its weekly edition was so small as 10,000 copies. It will be noted that these are not the average editions, but positively the lowest editions in each case. What high-water mark may have been for this excellent and enterprising German paper, PRINTERS' INK is not informed.

FROM among the 18,972 newspaper offices appealed to, on the 14th of December, 1895, for information to aid in the annual revision of the American Newspaper Directory, there remained, the 14th of February, 9,849 newspaper offices that had failed to make any response whatever to the application. This, although a smaller number than ever before, is still more than one-half of the total number of offices, and illustrates how unwilling newspaper men are to furnish even information to the publishers of a newspaper directory. To advertisers such a book is invaluable, but it is probable that not one newspaper publisher could be found in all America who would not blot out of existence every newspaper directory that ever existed, if he could bring about such a result by touching an electric button sometime when no one was looking.

## A MODEL CLASS JOURNAL.

That the *Northwestern Miller* has been at all times the best paper of its class, no person competent to express an opinion has ever taken occasion to deny. The following letter and circulation statement are full of pith. Advertising space in a milling paper sold for \$4 a year, sent only to those who buy and pay for it, having an average issue of 3,726 copies, is well worth \$2 an inch to the advertiser who wishes to address its large and important constituency.

THE "NORTHWESTERN MILLER." }  
C. M. Palmer, President.  
F. A. Smith, Vice-President.  
F. J. Clark, Secretary.  
W. C. Edgar, Treas. and Manager.  
MINNEAPOLIS, Feb. 14, 1896.

*Publishers American Newspaper Directory,*  
10 Spruce street, New York City:

GENTLEMEN—We inclose you herewith itemized sworn statement of the circulation of the *Northwestern Miller* for the past year.

We have never heretofore given you this information, and do so now in the most complete and thorough manner for two reasons: First, That you may know how far from the truth the rating you give us, "J," actually is, but principally because we are perfectly willing—more—we are anxious to show the exact circulation of our journal, providing it is published in comparison with figures from other trade journals (especially those in the same line) of an *equally exact and complete character*. In order to show that we are willing to do this ourselves before asking it of others, we give you our statement, which, you will notice, shows not only our circulation—the mere number of copies printed—but what is infinitely of more value and importance to the advertiser—the actual and exact number of paid subscribers we have at present, practically verified by a sworn statement of the *net* subscription receipts for the year ending Dec. 31 1895.

We have never been willing to put up our truthful statement of what is practically a *paid* subscription list to be compared with others, usually unverified, but, if sworn to, representing only gratuitous circulation, hence heretofore we have furnished no figures whatever.

We assume that you are sincerely desirous of getting at the truth of trade journal circulation, but, in order to do so, the line between a paid circulation and a free one must be positively and sharply drawn; otherwise a gross injustice is done the legitimate publication.

We need not tell you that, owing to the latitude of the laws governing mail matter of the second-class, it is comparatively easy for fake trade journals, house organs, etc., to print and mail large numbers of their issues. These may consist of from eight to ten pages of reprint matter, utterly valueless to the reader, and, for the most part, thrown aside unread and often unopened. Any experienced user of space in trade journals will agree that the value of a paid circulation, as compared with that of a waste-basket circulation, is very much greater. It is this difference in the *quality* of circulation which enables our legitimate trade journal, printing

what seems a comparatively small number of copies, to obtain two dollars an inch for its space, while another illegitimate one, printing and sending out free five times as many copies, can get but fifty cents for the same space. This difference is recognized by trade journal advertisers as a determining factor in estimating the value of various journals. There is also the question of subscription price.

An astute trade journal advertiser, seeking to know the comparative value of various mediums, should ask and have answered these questions:

- 1st. What is the price of subscription?
- 2d. How many actual paid subscribers, not counting exchanges and complementaries?
- 3d. Verifying the above, how much net cash was received for subscriptions during the year passed, deducting the amounts paid for rebates and for other journals ordered in connection with yours?
- 4th. What was the average circulation for the past year?
- 5th. How many copies were printed of the last issue published?

Needless to say that the answers should be sworn to.

I maintain that trade journal circulation means paid circulation or nothing whatever. As to the relative value of free and paid circulation in other lines I am not competent to judge; but in this I do know that the paid subscription marks the true value of the medium to the advertiser.

This standard has never been established by directory publishers, and for this reason we have never heretofore given our figures.

In the hope that it may suggest a departure in future editions of your Directory, which, put into effect, will properly classify trade publications and give the advertiser a fair basis on which to judge of their relative merits, we inclose a statement which gives not merely the gross circulation of our journal, but:

- a. Its paid subscription list,
- b. Verified by the year's net income, and
- c. By the annual subscription price.

The whole properly sworn to.

If such a showing will be made in future editions of your Directory by other trade journals we will be always prompt to respond and ready to give complete, accurate and thorough reports.

This letter is not for publication.

Very truly yours,

W. C. EDGAR, Mgr.

MINNEAPOLIS, Feb. 14, 1896.

*Publishers American Newspaper Directory,*  
10 Spruce St., New York City:

GENTLEMEN—The issues of the *Northwestern Miller* for the past year have been as follows:

		Copies.
Friday, Feb. 15, 1895	.....	3,950
" 22, "	.....	3,950
Mar. 1, "	.....	4,600
" 8, "	.....	3,900
" 15, "	.....	4,100
" 22, "	.....	3,950
" 29, "	.....	3,950
Apr. 5, "	.....	4,500
" 12, "	.....	4,100
" 19, "	.....	4,100
" 26, "	.....	3,950
May 3, "	.....	4,700
" 10, "	.....	3,950
" 17, "	.....	4,000
" 24, "	.....	3,500
" 31, "	.....	3,400

	Copies.
Friday, June 7, 1895.....	4,100
" 14, " .....	3,500
" 21, " .....	3,600
" 28, " .....	3,400
July 5, " .....	4,100
" 12, " .....	4,100
" 19, " .....	3,400
" 26, " .....	3,400
Aug. 2, " .....	4,100
" 9, " .....	3,400
" 16, " .....	3,300
" 23, " .....	3,300
" 30, " .....	3,300
Sept. 6, " .....	4,100
" 13, " .....	3,300
" 20, " .....	3,300
" 27, " .....	3,300
Oct. 4, " .....	4,100
" 11, " .....	3,300
" 18, " .....	3,300
" 25, " .....	3,300
Nov. 1, " .....	4,100
" 8, " .....	3,300
" 15, " .....	3,300
" 22, " .....	3,300
" 29, " .....	3,300
Dec. 6, " .....	4,100
" 13, " .....	3,300
" 20, " .....	3,300
" 27, " .....	3,300
Jan. 3, 1896.....	4,100
" 10, " .....	3,600
" 17, " .....	3,400
" 24, " .....	3,400
" 31, " .....	3,400
Feb. 7 " .....	5,000

Total, 193,800

Actual Average, &c.  
193,800 ÷ 52 = 3,726 Average.

W. C. Edgar, being duly sworn, states that he is the manager of the *Northwestern Miller* and that the total number of complete copies of that publication printed and circulated from Friday, February 15, 1895, to Friday, February 7, 1896, was 193,800, thus making the average weekly circulation 3,726. That the circulation given for each date, as shown in the preceding table, is correct. Furthermore, that the subscription price of the *Northwestern Miller* is \$3.00 per annum, and that for the year ending December 31, 1895, the net subscription receipts of the *Northwestern Miller* were \$7,516.97, and that on the date when this affidavit is signed the number of paid subscribers to the *Northwestern Miller* is 2,743.

(Signed) W. C. EDGAR.

Subscribed and sworn to before me this fourteenth day of February, 1896.

PARKER H. LITCHFIELD,  
Notary Public, Hennepin Co., Minnesota.

#### INFORMATION WAS REFUSED.

Mr. Dunlop stated that the publication of the advertisements on which his conviction was based was due to the refusal of the Post-Office Department to make a ruling concerning them.—*Newspaper Maker*.

#### THIS WAS FIRMLY REFUSED.

Mr. Dunlop's counsel during his trial requested the jury to apply the "Chicago standard of morality" in considering the matter complained of.—*Newspaper Maker*.

#### THE CHICAGO DISPATCH'S WICKED ADS.

A New York newspaper, the most famous in America, carries a large amount of this lucrative advertising.—*Newspaper Maker*.

#### MORE TEXAS CIRCULATIONS.

The following is a correct statement of the number of Dallas *Democrats* printed during the year 1895 :

January	1.....	1,900
"	8.....	1,900
"	15.....	1,900
"	22.....	1,900
"	29.....	1,900
February	5.....	7,000
"	12.....	2,100
"	19.....	2,100
"	26.....	2,100
March	5.....	2,200
"	12.....	2,200
"	19.....	2,200
"	26.....	2,200
"	27.....	40,000
April	2.....	2,400
"	9.....	2,500
"	16.....	2,600
"	23.....	2,600
"	30.....	2,700
May	7.....	10,000
"	14.....	2,700
"	21.....	2,800
"	28.....	2,850
June	4.....	10,000
"	11.....	2,900
"	18.....	2,900
"	25.....	6,000
July	2.....	10,000
"	9.....	3,000
"	15.....	3,000
"	16.....	3,000
"	22.....	3,000
"	29.....	3,100
August	6.....	10,000
"	13.....	3,100
"	20.....	3,100
"	27.....	3,100
September	3.....	25,000
"	10.....	3,200
"	17.....	3,250
"	24.....	3,250
October	1.....	20,000
"	7.....	3,300
"	15.....	3,300
"	22.....	3,300
"	29.....	3,300
November	5.....	10,000
"	12.....	6,300
"	19.....	3,300
"	26.....	3,300
December	3.....	10,000
"	10.....	3,400
"	17.....	3,500
"	24.....	3,600

The accuracy of the above figures is verified under oath by Mr. N. T. Blackwell, editor and proprietor.

#### IS IT SARCASM?

The *Western Tobacco Journal*, of Cincinnati, publishes a column entitled, "Advertising Devices." One of the items under this heading in the last issue reads:

"W. H. Moyer, a cigar manufacturers' agent at Traverse City, Mich., was compelled by two robbers, at the point of a revolver, to open the safe and hand out \$4,700 on the night of Feb. 5. The robbers made their escape, after tying Mr. Moyer to a chair."

ADVERTISING is an anchor

Which, with its point in form,  
Never fails to hold a good ship  
Safe through the wildest storm.

# Printers Ink USES

Quentell (P. I.), 6 pt., \$2.25.

**THIS IS A VERY COMPLETE SERIES, AND SURE  
To be popular with the Advertisers**

Quentell (P. I.), 8 pt., \$2.50.

**When PRINTERS' INK JOHNSTON uses  
a Series, it must be All Right**

Quentell (P. I.), 10 pt., \$2.75.

**Quentell is the Leading Type in  
THE LITTLE SCHOOLMASTER**

Quentell (P. I.), 12 pt., \$3.00.

**Because it Gets a grip on**

Quentell (P. I.), 14 pt., \$3.25.

**THOSE the Ad is made**

Quentell (P. I.), 18 pt., \$3.55.

**To do its Business**

Quentell (P. I.), 24 pt., \$4.00.

**With and FOR**

Quentell (P. I.), 30 pt., \$5.00.

**YOU Catch**

Quentell (P. I.), 36 pt., \$5.50.

**the Point**

Quentell (P. I.), 42 pt., \$7.25.

**It Pays! TO buy**

Quentell (P. I.), 54 pt., \$10.25.

**an Art Style**

## Quentell

**It will Please  
Space-Buyers.**

Send Orders to Nearest Branch

**AMERICAN  
TYPE FOUNDERS  
COMPANY**

Boston,	Chicago,
New York,	St. Louis,
Philadelphia,	Cincinnati,
Baltimore,	Kansas City,
Buffalo,	Denver,
Pittsburg,	Portland,
Cleveland,	San Francisco,
Milwaukee,	Atlanta,
Minneapolis,	Omaha.

Quentell (P. I.), 48 pt., \$7.75.

Quentell (P. I.), 60 pt., \$12.25.

## ADVERTISEMENT WRITING.

*By Charles Austin Bates.*

## TALK No. 4.

There is a great and growing field for competent advertisement writers. There is no field, and never was, and never will be, for the incompetents. Many young men think that if they can string three words together without making a grammatical blunder that they are, for that reason, competent to write advertising, and to tell advertisers just what to do to get rich. They do not understand the business; they do not know what it means; they do not know what the advertisement writer's work is. They have the idea that the business is a sort of "fake." They do not believe in the honesty of it; they do not believe that the advertisement writer gives honest value for the money he receives; they have not the first conception of what good advertising really means. And yet they go gaily into the business and advertise themselves as "Business Builders," "Advertising Architects," "Advertising Advisers," "Advertising Attorneys," etc.

It is a bad thing for the business—it is bad for advertisers. If they patronize men of little experience, they will get little satisfaction, and they will believe that advertisement writing as a profession is all humbug. If the men who are anxious to go into the business would be a little less hasty about it, and would understand that the only way to succeed in the business is to give every customer his money's worth, they would have a better chance.

The only thing that makes a man competent to give advice is long and varied experience in the actual business of advertising. Time must necessarily be spent in acquiring this experience. However, it must be remembered that some men are in a position to get more experience in one year than others can get in twenty years. It need not necessarily be their own personal experience if they have the ability to make use of the experience of other people. Take my own case, for example. In my business of advertising writing, and in my editorial work for *PRINTERS' INK*, and for various trade papers, I receive hundreds of letters, and am consulted by hundreds of bright business men, who tell me their troubles, their experiences, their failures, and their successes in advertis-

ing. I know that a certain kind of scheme has succeeded under certain conditions, and that it has failed under other conditions. I know the things that have been proven good and effective time after time, and I know the things that have been failures. There is no theory about it. I have the experiences of a thousand men constantly before me. I have clients in every State in the Union, in small towns and in big cities, and in every conceivable line of business. I have recently published a few complimentary letters out of those I have received in the last two years. I found on looking them over that there were nearly three hundred of them, representing sixty different lines of business, and coming from thirty-nine States and three foreign countries. That is an indication of the sources of my information about advertising. What I offer to advertisers is not entirely what I know myself. It is also all that I have been able to find out from other people. I do not pretend to be a genius, or an inspired writer—I am simply a business man who has the ability to write clearly and forcibly on subjects which he understands.

Possibly I am making a mistake in talking about other advertisement writers. I am saying things that may possibly give the impression that I do not wish to see any other writer succeed. This is a mistake. There is plenty of room for all of us. Somebody ought to say the things I am saying. Somebody ought to warn the young men who are throwing discredit on the business that they are making a mistake, and that they have little chance of success. I have no reason for being envious of any man in my line of business. I have all the business that I can possibly attend to. I am generally from three to six weeks behind my orders, and I do not remember a time in the last two years when this was not so.

The following list gives an approximate idea of my charges:

Letter of criticism and advice to retailers, \$10; letter of advice in other lines, \$25; one illustrated medical ad, with electro, \$25; six medical ads, no illustrations, \$50 to \$75; twelve medical ads, no illustrations, \$75 to \$125; trade paper ads, \$5 each and more; magazine ads, \$5 to \$50 each; illustrated retail ads, 13 for \$20. Chas. Austin Bates, Vanderbilt Bldg., N. Y.







FROM CHICAGO.

CHICAGO, Ill., Feb. 12, 1896.

Editor of PRINTERS' INK:

In Springfield, Ill., I saw a pretty good window display. It was the day before Lincoln's birthday, which is a legal holiday in this State. In the window was a large oak log, split open and wedges in the split. At the back was a large portrait of Lincoln, on which was this legend: "Lincoln was a rail-splitter, we are price-splitters." Every article in the window was adorned with a wedge-shaped tag, on which the "split price" was marked. Very few people passed the window without looking at the display, and most of them made some remark. This was good advertising.

The big Chicago stores are very quick to take advantage of the state of the weather and mold their ads accordingly. To-day, with a blizzard blowing, the windows are full of warm and comfortable garments, where only a few days ago, when the weather was spring-like, they were filled with enticing suggestions that spring was at hand.

A clothing firm here have been conducting a bicycle race in one of their show windows. The wheel is arranged with an indicator, to show how far it would have gone if it had been traveling over the ground, and it has taken two policemen to keep open a passage along that street.

A State street store has a placard in the window which says: "We always sell at a profit, and cheapest because we buy cheapest." This sounds logical, and whether it is the truth or not, is better than claiming to sell at less than cost, which is rarely a truthful statement. MILLER PURVIS.

PENNY WISE.

BOSTON, Feb. 13, 1896.

Editor of PRINTERS' INK:

Not many of the old school of merchants would think of expending any great amount of money in advertising an article retailing for so small a sum as one cent, but fortunes have been made in introducing and pushing penny goods.

For instance, the little tin foil packages of yeast that sell for a cent have brought the manufacturers large incomes. Through judicious and persistent advertising they have almost driven from the market the old-fashioned yeast cakes and done away entirely with the potato fermentum style of raising bread and biscuit.

Another instance more marvelous is the wonderful growth in the sales of chewing gum. A few years ago the State of Maine supplied the market with "spruce," but aided by good advertising the demand grew to such an extent that there are now at least five immense chewing-gum factories, a dozen of moderate size and innumerable insignificant firms throughout the country. One company alone sells \$5,000,000 worth every year. The total sales are estimated to be over twenty million dollars annually, or in other words we pay for gum over twice as much as we give for the maintenance of the clergy of all denominations, and the habit is increasing at such a rate that Americans bid fair to become a race of enormous facial development. GERALD DEANE.

He opened a store and advertised

In many a well-known journal;

He's now retired, and takes his ease

And a carriage-drive diurnal.

THE ATLANTA "CONSTITUTION" "CLAIMED" CIRCULATION.

"I will give you a Dunlap hat if the Directory ratings are not nearer the facts than the card ratings shown. To prove the facts I will accept a mere statement from the Constitution office, giving actual issues and total count for a year."—Editor of *American Newspaper Directory* in "Printers' Ink," of Feb. 12, 1896.

"It is your privilege to offer the hat, but the statement you will never get."—Mr. Nichols, one of the proprietors of the *Atlanta Constitution* in "Printers' Ink," Feb. 19, 1896.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

FOREMAN wants to change position; daily or weekly. All references. "L," Printers' Ink.

H. D. LA COSTE, special newspaper representative, 38 Park Row, New York. Dailies only.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for property advertised goods.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 30 cents a line for 25,000 circulation, guaranteed.

WANTED, printed but not used postals; send sample, state quantity. W. S. PARKER, 183 Monroe St., Chicago.

WHAT is the exclusive use of 10,000 addresses of men with money to spend, worth to you? Address "EL," Printers' Ink.

NEWSPAPERS desiring to club with the YANKEE BLADE will do well to write for particulars to YANKEE BLADE, Brooks, Me.

HALF-TONES, 1 col., \$1; 2 cols., \$2; in large orders at 12 cents per sq. inch. Send for proofs to BUCHER ENGRAVING CO., Columbus, Ohio.

I'VE made a proud record long ago as advertisement writer and manager, am open for engagement. Address "D. S.," 3530 Rhodes Ave., Chicago, Ill.

ADVERTISING managers or solicitors who are quick to see a good thing and can place it if satisfactory. Address for particulars V. F. MAYER, Waukegan, Ill.

WANTED—A first-class advertising solicitor, and one who can figure on job printing and book work; city of \$5,000. Address "F. G.," 623 N. Y. Life, Omaha, Neb.

WANTED—Local and editorial reporter; funny and bright; times are hard, advertisers dead—guess the paper is, too. Address S. ELMORE, proprietor *Daily Astorian*.

NEWSPAPER man, with practical, thorough, all-round training on d'ly and w'kly, especially as editor, wants good position on good paper; practical printer. "EDIT," care Printers' Ink.

WANTED—By dry goods mail order department, 10,000 names of ladies residing in small Western and Southern towns. Address, with price and sample, "G. P.," care Printers' Ink.

E. W. VOORHEES, three years advertiser for the big department store of Malley, Neely & Co., New Haven, Conn., will be open for engagement March 1st. Address 49 Ellsworth Ave., New Haven, Conn.

REPORTERS see strange sights—get into good business quickly. Fernin-Snell system best for fast writing and fast learning—by mail \$60; guarantee success. I. P. SNELL, Truro, N. S., Shorthand College.

WANTED—Young man with a little experience of ad-getting and ad writing; can secure position in advertising bureau of large daily; salary small at first, with opportunity to improve. Address "X. Y. T.," this office.

**TO** supply a long-felt want, advertise in the **Flushing (N. Y.) JOURNAL**, daily and weekly.

**YOUNG** man, 36, honest, sober and industrious, would like to drive advertising wagon or to carry advertising on foot; can furnish excellent references; does not use tobacco or whiskey; wants work at once. **WALTER L. BURDICK**, Rockville, R. I.

**DO** you wish to export your machinery and material to Mexico and South America? Advertising in **LA REVISTA TIPOGRAFICA**, the only journal devoted in Mexico to printing, and circulating among all printing offices. Send 15 cents, stamps, for a copy. **ED. M. VARGAS & CO.**, Publishers, Yrapuato, Gto., Mexico.

**PROGRESSIVE** advertisers want results; that's what counts; satisfactory results are secured by circulating with imitation copied typewritten letters; can't be told from genuine typewritten letters; cheap and bring business; samples free. **CHICAGO IMITATION TYPE-WRITING BUREAU**, Times Building, Chicago.

**PRINTING** in Mexico is making considerable progress. Printers wish to buy new machinery and American type. Manufacturers can reach a profitable market by taking advertising space in **LA REVISTA TIPOGRAFICA**, the only journal devoted to the printing trade in this country. Send 15 cents, stamps, for a copy and rates. **ED. M. VARGAS & CO.**, Publishers, Yrapuato, Gto., Mexico.

#### BILLPOSTING AND DISTRIBUTING.

**CIRCULAR** distributing 50c. per 1,000. **E. C. WIRSING**, 941 Wells St., Cincinnati, Ohio.

#### PRESS CLIPPINGS.

**SOUTHERN CLIPPING BUREAU**, Atlanta, Ga. Press clippings for trade journals and advts.

#### SPECIAL WRITING.

**3 A WEEK**; original editorials for weeklies; **3 full complement**; no syndication. "**PIIT**," Printers' Ink.

#### NEWSPAPER SUBSCRIPTION ACCOUNTS.

**RETTIG N. S. & A. LEDGER CO.**, Platte City, Mo. Circulars free. How often—in 1 year—does your most frequent paying subscriber remit?

#### PAPER.

**M. PLUMMER & CO.** furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

#### MAILING MACHINES.

**\$1.00** (stamps or m. o.) Pelham Mailing System and Mailer, postp'd. **Frac'l**; 1,500 hour; saves 2-3 time writing; no type lists; 1,500 address label. **C. P. ADAMS & BRO.**, Topeka, Kan.

#### TYPEWRITING-TRANSLATIONS.

**TRANSLATIONS** carefully executed, (French into English or vice versa). Typewriting. Send stamp for Calendar-Tarif. References given. **L. VALLOT-DUVAL**, P. O., Branch W, N. Y. City.

#### ADVERTISING AGENCIES.

**ANY** responsible advertising agency will guarantee the circulation of the **WISCONSIN AGRICULTURIST**, Racine Wis., to be 25,000.

**IF** you wish to advertise anything anywhere at any time, write to the **GEO. P. ROWELL ADVERTISING CO.**, 10 Spruce St., New York.

#### HALF-TONES.

**\$1.50** **HALF-TONES**—"a wonderful price if the half-tones are right"—and the half-tones are right. We will make our best single-column half-tone of any subject, clear and carefully finished, for \$1.50, and 15 cents per square inch for any cut larger than ten square inches. Write us for any style of engraving—half-tone, wood-cut or zinc etching. **THE CHICAGO PHOTO ENGRAVING CO.**, 79 Fifth Ave., Chicago.

#### AMATEUR SPORT.

**THE GOLFER** is an illustrated monthly devoted to the game of golf. This magazine has the highest class circulation in America. We invite comparison with any publication wherever published. We refer, without permission, to our advertisers and will abide by the decision of any of them, in regard to whether advertising in **THE GOLFER** is a paying investment. Address all communications to **THE GOLFER**, 234-236 Congress St., Boston.

#### STEREOTYPES.

**OUR** business is the making of stereotype plates for all advertising purposes—we do this considerably better than anybody else, because we have been doing it longer, and more of it. We will also write your ad, set it up and make cuts for it. We do this work well, but no better than several other people we know of, but in the making of plates we have no equal. **AMERICAN PRESS ASSOCIATION**, 45-47 Park Place, New York.

#### BOOKS.

**DANGER SIGNALS**, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

**JOB** printer's order book and record of cost; 100 double pages, 10x16, printed and ruled for 3,000 jobs. The best system of bookkeeping. Price \$3. **H. G. BISHOP**, 143 Bleeker St., New York.

**ALL** publishers desiring, free, the **Interview Insurance Cyclopedic**, 20,000 addresses in directory department; an 800-page volume, invaluable to editors, publishers and business managers, are invited to address, **THE INTERVIEW**, 104 Fulton St., New York.

#### FAC-SIMILE TYPEWRITTEN LETTERS.

**TYPEWRITING** letters by the thousand. Our business is the making of fac-simile typewritten letters to take the place of the ordinary mimeograph or circular letter, and by following all of the peculiarities of the type-writing machine we are able to turn out a perfect fac-simile type-written letter in thousand lots at a very little cost. In our process we insert the individual names and addresses of each person you desire to reach, and sign your individual fac-simile name to the letter if you so desire, with all of the copied effects, as if it had gone through your own copybook, thus making the letter look the same as if it had been dictated to your stenographer and copied in your own office as a personal letter from you. Send to us for particulars, prices and samples of our work. **NATIONAL TYPEWRITING CO.**, Chicago, Ill.

#### MISCELLANEOUS.

**\$140** **BUYS** new piano; organs \$49. **DANIEL F. BEATTY**, Washington, N. J.

**LINEN** letter heads, 5,000 for \$7 50; No. 1 stock cash with order. **NATIONAL TYPEWRITING CO.**, Chicago, Ill.

**LETTER-HEADS**, 5,000 for \$6.25; good stock cash with order; **NATIONAL TYPEWRITING CO.**, Chicago, Ill.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

**ENVELOPES**, 5,000 for \$5; size, 6x; white; first-class stock; cash with order. **NATIONAL TYPEWRITING CO.**, Chicago, Ill.

**START** a business of your own; be a manufacturer's agent or broker. \$1.00 will bring by mail book of addresses, 300 mfrs. and dealers, different lines; instructions in starting the business. **AGENTS' SUPPLY HOUSE**, 308 Dearborn St., Chicago.

**EVERY** ad writer and advertiser is interested in getting printable cuts. So many are muddy and vague. Cut adapted to the requirements of advertisement illustrations are our specialty. We are designers as well as engravers—will shoulder the entire burden of your illustrating if you say the word. Send for samples and prices. **CHICAGO PHOTO ENGRAVING CO.**, 79 Fifth Ave., Chicago.

ADDRESSES AND ADDRESSING.

**86** BUYS 5,000 addresses, taxpayers. New list. P. J. SMILEY, Albany, Oregon.

**25** CENTS buys addresses of residents of this town. L. F. PIERCE, Center Sandwich, N. H.

**1,000** ADDRESSES taxpayers, \$1.50; 2,000, \$4; 5,000, \$8; cash; wealthy district. C. EMERSON, Decatur, Tex.

ONE of the richest cities in U. S. according to population. 1,000 addresses, \$2.50; 5,000, \$10. F. E. RAMSEY, 146½ Third St., Portland, Ore.

ELECTROTYPES.

CUTS—We will tell you how to make them for \$1. Descriptive circulars for a stamp. C. D. LOVE, Coshocton, Ohio.

WE make the best interchangeable plate and base on the market. Also the lightest all metal back electro. THE E. B. SHELTON CO., New Haven, Conn.

SPECIAL cut offer. In order to prove the excellence of our half-tone engravings, we will make you a handsome single column half-tone for \$1.50; any larger half-tone cut at 15 cents per square inch. As good as any ever turned out, but we don't stop at half-tones. Our zinc etchings and wood-cuts are proportionately cheap and excellent. We are prepared to furnish advertised designs. THE CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

ADVERTISING NOVELTIES.

**810** BILLS, with your card printed on the back, a lasting novelty; send for prices and samples. PALMER, Brooklyn, N. Y.

NEW and novel comic return envelope; sample package and terms, 10c; positively none free. AMOS W. HIDEOUT, 7 St. Paul St., Boston, Mass.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

ADVERTISERS—I own a puzzle unequalled as a trade winner; for any business, wholesale or retail, it's attractive, fascinating; cost per thousand trifling; ready February 31st; exclusive county rights; 6 samples 10c. "DRAWER S.," Camden, N. J.

NEWSPAPER and mail boxes—They look neat, are substantial and practical, name of paper lettered on each box, retail for 10 cents, make excellent premiums for subscribers. Write for special rates to newspapers. W. C. LYMAN & CO., Jackson, Mich.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

CHALK plates recoated, half cent an inch. BYRON POPE & CO., Cleveland, O.

STANDARD Type Foundry printing outfit, type, original borders. 200 Clark St., Chicago.

STEREOTYPE, linotype and electrotype metals; copper anodes; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., 174d, 10 Spruce St., New York. Special prices to cash buyers.

CHALK engraving plates. We make a first-class plate. Our specialty, recoating old plates; satisfaction guaranteed. Save money by buying of HIRD MFG. CO., Cleveland, Ohio.

FOLKS like to look at pictures, and always will. That fact makes an illustration desirable in every advertisement you put out. We employ skilled designers and engravers—men who have all their lives done nothing but their separate specialties, and are now as near human perfection as human skill can be. This work we will give you at surprisingly low figures. CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

ADVERTISING MEDIA.

ROCKLAND (MAINE) DAILY STAR.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVENING NEWS, 14,000 daily.

THE MONTHLY SENTINEL, 60,000 circulation proved by postage receipts. Published by THE NEWS COMPANY, Joliet, Ill.

LAWYERS are sure pay—profitable customers. "Selected Lists" reaches the best. Address "CO-OPS," Rochester, N. Y.

IN all America there are only eight semi-monthlies which have so large a circulation as the WISCONSIN AGRICULTURIST, Racine, Wis.

DETROIT COURIER. W. H. Smith & Co., Buffalo: "We are well pleased with results from our ad in your paper." Rate 13 times at 4c. line.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.00 a year. Leading advertising medium in its territory.

IF in doubt as to V. P. Map advertising, look into the Saratoga Restaurant, 108 E. 23rd St., any noontime. For particulars address H. FRANK WINCHESTER, 10 Spruce St., N. Y.

BILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada monthly. Sub'n \$1 per yr. 25c. line. Cincinnati, O.

100,000 PEOPLE, who spent \$250,000 by mail last year, will get FIREBIRD REVERIES in Mar., Apr. and May; 100,000 guaranteed in 3 months; rate, 30c. a line; close March 10th. Rochester, N. Y.

BOOKSELLER, NEWSDEALER AND STATIONER. Registers to 9,000 newsdealers and publishers. Records all new books; gives descriptive reviews of new books and current periodicals. Just the paper for your literary department; glad to have you quote liberally from our reviews, which go only to the trade in our paper; best advertising medium for reaching the men who sell books and periodicals and stationery; New York; semi-monthly; \$1 a year.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 573, New York.

GOOD HOUSEKEEPING, Springfield, Mass.,

desires good and appropriate "ads," because it gives first-class service and the fact that it appeals to the very best class of American housekeepers, who are really the buying class.

It is an axiom that "woman's taste and good judgment unlock the pocket-book for all home needs." She guides the family expenses and purchases nearly all the good things for comfort and adornment. Hence reach her through Good HOUSEKEEPING.

Published monthly by Clark W. Bryan Co. Address communications about advertising to H. P. HUBBARD, 38 TIMES Bldg., N. Y.

## WINDOW DRESSING.

**H**ARMAN'S JOURNAL OF WINDOW DRESSING, a monthly publication. Illustrated displays. Third year. Send 25 cents for trial copy. 125 S. Clark St., Chicago.

## PRINTERS.

**T**HE LOTUS PRESS (Artistic Printers), 140 W. 23d St., New York City.

**L**ETTER-HEADS, 5,000 for \$6.25; good stock; cash with order. NATIONAL TYPEWRITING CO., Chicago, Ill.

**I**NEN letter-heads, 5,000 for \$7.50; a No. 1 stock; cash with order; NATIONAL TYPEWRITING CO., Chicago, Ill.

**100,000** DODGERS, 6 1/2 inches, for \$20. C. B. RUSSELL & CO., 3 and 5 Franklin St., Buffalo, N. Y.

**E**NVELOPES, 5,000 for \$5; size, 6 1/2; white; first-class stock; cash with order. NATIONAL TYPEWRITING CO., Chicago, Ill.

**N**OTE-HEADS, envelopes, bill-heads and statements, \$1 per 1,000; letter-heads, 8x10 1/2, \$1.50. Samples free. GALENA PUB. CO., Galena, Kan.

**W**HAT we can do better and cheaper than anybody else is half-tone, wood and zinc engraving. Get our samples and prices. CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

**Y**OUR name engraved on a copper plate, and 100 elegant cards printed from it, sent post-paid for a dollar bill. Extra lines on plate, 25c. each; samples, 2c.; satisfaction guaranteed. FRANKLIN Ptg. and ENG. CO., Toledo, Ohio.

**P**ATRONIZE home, of course; but when you want 10,000 note-heads, statements, bill-heads or envelopes, make your local printer a cash donation of \$5, and send us the order; you'll save money thereby. Our price is \$1 per 1,000, freight prepaid; his from \$2.50 to \$3.50; samples free. GALENA PUB. CO., Galena, Kan.

## ADVERTISEMENT CONSTRUCTORS.

**J**OHAN CUTLER, Writer of Advertising, Newton, Mass.

**A**DS that bring business. H. L. GOODWIN, Phillips, Me.

**J**ED SCARBORO, Arbutuck Bldg., Brooklyn, N. Y. Hours: 9 to 4.

**A** TRIAL ad free to retailers. SOL NEUMANN, San Bernardino, Cal.

**F**RANK B. BAGLEY, Box 91, Philadelphia. Ads and advice. See page 45.

**S**END \$1 for four trial ads. CHAS. A. WOOLFOLK, 446 Main St., Louisville, Ky.

**S**EE article on advertisement writing by CHAS. AUSTIN BATES, on page 27 of this issue.

**A**DS—Terse, truthful, incisive, convincing. W. N. WESTON, 910 3 St., N. W., Wash., D. C.

**G**ET my argument before you order ads. JED SCARBORO, Arbutuck Bldg., Brooklyn, N. Y.

**R**ETAILERS—10 ads, 10 cuts, \$15. One ad, one cut, \$2. O. COHEN, P. O. Box 88, New York.

**F**OUR retail ads for \$1 to new customers. To others \$1 each. Samples free. H. L. GOODWIN, Phillips, Me.

**G**ENERAL ads on technical subjects—medicine, chemistry, patents, electricity—are a specialty with me. R. L. CURRAN.

**T**HE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

**A**DVERTISEMENTS attractively displayed and electrotyped furnished. WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., New York.

**E**VERY man to his trade. Mine is writing effective advertising matter. Send facts and I'll plan for you. D. E. MERCH, Box 1083, Fargo, N. D.

**S**PRING OPENINGS advertised my way pay. Are samples and full information worth a penny stamp? W. CHANDLER STEWART, 4114 Elm Ave., Philadelphia.

**T**HE ads I write and the booklets I write and print are the best and always bring business. They are to the point. My two booklets, 10c.—worth more. H. L. GOODWIN, Phillips, Me.

**T**HE series of "talks" on "Advertisement Writing" appearing regularly in PRINTERS' INK, tell plainly and fully about the business of CHARLES AUSTIN BATES, Vanderbilt Bldg., New York. Talk number 4 appears on page 27 of this issue.

**P**REPARED advertising matter is my sole occupation. Call and see me any day—from 10 to 12 if you wish to be sure to find me in. Write any time. If you want my booklet send 10c. R. L. CURRAN, Room 1517, 150 Nassau St., New York.

**W**E are experienced ad writers, and prepare solid, truthful ads that bring business. We offer for a short time only, to new clients, 4 ads, retail, for \$5, or 13 for \$6, and give an electro cut with each ad. This is our regular price for trial order without cuts. All ads drawn to scale. PILOT ADVERTISING CO., Newark, N. Y.

**T**HE man for whom I write ads will soon be the first man in his trade. But the people who want work on approval need not come my way. I send a sample ad on receipt of data, at a low price to show you what I can do. After that the price depends on the work required. MINNIE WOODLE, 111 5th Ave., Room 516.

**W**E have a printed novelty, which is a cheap and effective medium for patent medicine advertisers, to reach the retail druggist and the public through drug store distribution. It is a lasting advertisement at a small cost. We would like to talk about it with some large advertiser: THE LOTUS PRESS, 140 W. 23d St., New York.

**T**HE advertisements that I put in type will stand out over the heads of others in any company. I know just enough more about the printing business than the other fellow does to make it to your advantage to come to me. No matter who writes your advertisements, booklets or circulars, it will pay you to have me do the printing. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

**I** AM an ad writer because I have a brain built for the business and heartily love the work. I have no other irons in the fire. I know I turn out good ads, because sensible and successful business men who employ me say so. I am not boasting—simply claiming what I can prove—no more. I want a few more regular clients. I have every reason to know that I can do justice to their work. Will you put me to the test? Two retail ads, \$2; if illustrated, \$3. Copy for an 8-page booklet on any special subject, \$15. JED SCARBORO, 48 Arbutuck Bldg., Brooklyn, N. Y.

**P**REPARED advertising matter is my sole business. My specialties are booklets, magazine ads, and ads on technical subjects meant to appeal to the non-technical public. Medicine, drugs, chemicals, electricity, patents, novelties are subjects I do well with. I prefer to work for high-grade advertisers, object to being much hurried, and charge pretty good prices. I have an artist with me who is really an artist and recognized as such. Between us we turn out work that is up to the standard of the best advertisers of the day. I am always pleased to hear from or see any one on any subject connected with advertising; and all letters of inquiry meet with a prompt and careful response. Nobody but general advertisers can have specimens of my work and my book unless they send 10c. for them. R. L. CURRAN, 1517, 150 Nassau St., New York.

**F**OUR-FIFTHS of all the magazine advertisements seem to devote all of their strength in the effort to make people send for a catalogue or booklet. It seems that the advertisers depend on the booklet or catalogue to make a sale. They spend thousands of dollars in the magazines in order to get the names to which to address their printed matter. The names cost all the way from a dollar apiece up. The printed matter itself costs one-tenth what the advertising space does. And yet do you know that there are really good business men who spoil the effect of this printed matter by saving a few dollars on the cost? That means that they spoil the effect of their thousands of dollars worth of magazine space and their hundreds of dollars worth of printing for the sake of saving an insignificant sum. We could give them a printing that would be enough out of the ordinary to bring profitability instead of loss on their magazine space. THE LOTUS PRESS, 140 W. 23d St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

**H. WOODWARD ROGERS**; studio 24 West 2nd St., New York.

**LETTER** designing, etc., since 1880; ink or colors. **J. H. GRAYCAP**, East 17th St., N. Y.

**HANDSOME** illustrations and initials, 5c. per inch. Send 2c. stamp for pamphlet. **AMERICAN ILLUSTRATING CO.**, Newark, N. J.

**A** ad without a cut is like a picture without a frame—lacks a great deal of force and attractiveness. We are makers of the best kind of advertising engravings—clear, bold and printable. **THE CHICAGO PHOTO ENGRAVING CO.**, 79 Fifth Ave., Chicago.

**DO** it yourself. You can make your own cuts, by our direct process of zinc etching, at a cost of about 5c. each; instructions so plain a boy can work it; sent for \$2; dispenses with all costly apparatus; ask for illustrated circular. **EMERSON DEPUY**, pub., Des Moines, Iowa.

FOR SALE.

**5-LINE** advertisement, 41. **WISCONSIN AGRICULTURIST**, Racine, Wis.

**\$3.50** BUYS 1 INCH. 50,000 copies Proven. **WOMAN'S WORK**, Athens, Ga.

**FOR SALE**—Well-equipped job office in city of 30,000 near New York; rare opportunity; good reasons for selling. Address "W. J. D.," care Printers' Ink.

**FOR SALE**—A German weekly, short distance from New York; large German population in county; bargain; good reasons for selling. Address "GERMAN," care Printers' Ink.

**FOR SALE**—Old-established Chicago weekly of national circulation. \$2,000, half down. Bargain. Address, "B. L.," care Printers' Ink.

**FOR SALE**—A money-maker, Republican weekly and job plant in Maryland; county and State patronage; price \$1,400; \$700 cash required; personal reason for selling. "T. E.," Printers' Ink.

**\$15,000** WILL buy a new, first-class, well-furnished, successful, paying summer hotel on the Massachusetts coast. Address for full particulars, "HOTEL," care Printers' Ink, N. Y.

**FOR SALE**—Paying independent weekly in Eastern Pennsylvania. Only paper in town. Fine country surrounding. Large run of ads and job work. Satisfactory reasons. Address "ACIP," care Printers' Ink.

**FOR SALE**—Half interest in a paying daily and weekly in Western Pennsylvania. Sickness and death in family cause of selling. Less than \$2,000 takes it. Big bargain, if sold at once. "W. X. E.," care Printers' Ink.

**OWING** to the serious illness of my wife, I am compelled to remove to New Mexico, and I offer the **EVERING POST**, of Conneaut, Ohio, for sale. The oldest daily in this city of 4,000. 1,500 bona fide circulation. Large advertising patronage and a good money maker. A bargain for some one. Must be sold quick. One-half cash. Balance, time. **P. E. BISSELL**, Publisher, Conneaut, Ohio.

**FOR SALE**—The best paying weekly newspaper property in Montana; has paid an annual profit of over \$3,000 for the past 7 years; subscription \$3 and large circulation; business permanent and constantly growing; county seat, Republican county and official paper; large monthly pay roll; rich mining interests; delightful summers and mild winters. Price, \$6,000; with two-story brick office building, \$10,000. Personal investigation invited. Address "H.," Printers' Ink.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be taken in one week in advance.

ALABAMA.

**ADS** IN **PINE BELT NEWS**, Brewton, reach thousands of better class in S. Alabama; growing circulation; fine medium; rates moderate.

ARKANSAS.

**THE ARKANSAS METHODIST** has larger circulation in Arkansas than any other paper.

ADVERTISERS

Can get good results from business placed in

The Sunday Gazette,

PUBLISHED AT LITTLE ROCK.

Its circulation is 7,500, and it is the only Sunday State paper published in Arkansas.

SEND FOR RATES.

CALIFORNIA.

**SOUTHERN CALIFORNIA'S** matchless paper, **Los Angeles TIMES**. Circ'n over 16,000 daily.

**THE WAVE**, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. **E. KATZ**, 186-187 World Bldg, New York, N. Y., sole agent. **13,000** weekly guaranteed.

**THE EXAMINER** has a larger daily circulation than all the other morning papers in San Francisco combined, and the largest circulation of any daily west of Chicago, while the weekly **EXAMINER** has the highest circulation yet accorded to any paper west of the Missouri.—From *Printers' Ink*, issue of July 3, 1895.

CONNECTICUT.

**THE DAY** is the only Eastern Connecticut paper with a guaranteed circulation rating.

ILLINOIS.

**THE GALESBURG MAIL**, (Evening-Weekly) covers Galesburg and Knox County. Good papers; good field; good rates for good ads.

IOWA.

**DUBUQUE HERALD**, founded 1836. Family circulation; up to date; circulation steadily increasing. Is it on your list?

**WEEKLY SENTINEL**, Carroll, twelve-page paper, all home print, largest circulation of any weekly in county. Guaranteed by Rowell. **THE DAILY SENTINEL** is the only daily in one of Iowa's best counties. Rates low, perhaps not so low as papers with half the circulation, but they are based on circulation, and pay advertisers.

KENTUCKY.

**LOUISVILLE SUNDAY TRUTH**, 12,000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of **TRUTH** to **H. D. LA COSTE**, 38 Park Row, New York, Special Newspaper Representative.

**THE FARMER'S HOME JOURNAL**, LOUISVILLE, KY.

goes to the better class of farmers and stockmen in Kentucky and Tennessee every week. It is read and trusted by them as their business paper. It was established in 1865. Its readers usually have money to buy what they see advertised if they want it. Sample copy free.

MASSACHUSETTS.

**FRENCH** families average seven persons; Worcester County has 7,600 French families. **L'OPINION PUBLIQUE**, Worcester, Mass., reaches them; must be a good advertising medium.

MICHIGAN.

**JACKSON** (Mich.) **PATRIOT**, morning, Sunday and twice a week; also **EVENING PRESS**. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. The leading advertisers in the country are represented in their columns. Information of **H. D. LA COSTE**, 38 Park Row, N. Y.

**THE SOO DEMOCRAT**, Sault Ste. Marie, Mich. It should be on your list.

**DETROIT COURIER**. "We are pleased with results from our ad in your paper."—W. H. SMITH & Co., Buffalo. Ad rate 13 times at 4c. line.

### MISSISSIPPI.

**THE WATCHMAN** has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

### MISSOURI.

**KANSAS CITY WORLD**, daily exceeding 25,000, Sunday 30,000.

**GAZETTE**, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. For rates, etc., address H. FRANK WINCHESTEAD, 10 Spruce St., N. Y.

To reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the **Webb City Daily** and **Weekly SENTINEL** (successor to the **TIMES**). A live, progressive and up-to-date newspaper.

### MONTANA.

**HELENA INDEPENDENT**—6,240 Daily, 6,240 Sunday, 3,363 Weekly. Leading newspaper in Montana. Rowell's Directory gives it five times the circulation of any other Helena daily.

### NEW JERSEY.

**THE DECKERTOWN INDEPENDENT** has the largest circulation of any paper in Sussex Co.

**RED BANK** is the chief business town of Monmouth County. The **Red Bank REGISTER** is the county's best newspaper. Its circulation in 1895 was 2,518 per week.

### NEW YORK.

**QUEEN OF FASHION**, New York City. Issued monthly. A million copies a year.

**BRAINS**, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Advertising rates on application. **BRAINS PUBLISHING CO.**, Box 573, New York.

## ELMIRA TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent.  
Rooms 13, 14 and 15 Tribune Bldg., New York City.

### NORTH CAROLINA.

**DURHAM STORY PAPER** and **BUSY AGENT** circulates in every State. 10 cents a line.

**THE NEWS** is the only evening paper in Charlotte, a growing city; population, 1890, 11,557; 1895, 19,651. **THE TIMES** is the leading weekly in this city and county; population 50,000. **THE NEWS** and **TIMES** cover city and county fully.

### OHIO.

**DAYTON MORNING TIMES**, **EVENING NEWS**, **WEEKLY TIMES-NEWS**, 14,000 daily, 4,500 weekly.

**THE PRESS**, Columbus, only Democratic daily in Central Ohio. F. J. WENDELL, sole advertising agent, Tribune Bldg., New York City.

### PENNSYLVANIA.

**THE PATRIOT**, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 54,000.

**DESIRABLE READERS** and a good circulation are what advertisers receive in the **CHESTER TIMES**. 30,000 well-to-do, intelligent people read the **TIMES** with their supper every day. **WALLACE & SPROUL**, Chester, Pa.

**THE SCRANTON TRUTH**, an independent afternoon newspaper. Circulation over 13,000 copies daily. Largest daily circulation in Pennsylvania outside Philadelphia and Pittsburgh; largest daily circulation on the Lackawanna line between New York City and Buffalo. **BARRETT & JORDAN**, Proprietors, Scranton, Pa.

**INTELLIGENCER**, Doylestown, Pa. Oldest papers in the county—weekly established 1804, daily established 1886; stanchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. **PASCHALL & CO.**, Doylestown, Pa.

### TENNESSEE.

**CHATTANOOGA**, Tenn., has 50,000 people. **THE EVENING NEWS** has 35,000 readers. It is an up-to-date newspaper, full Associated Press report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

### TEXAS.

**THE CITIZEN DEMOCRAT** has the largest circulation in Robertson County, Texas.

**THE NEWS**, Bonham, Texas, has the largest weekly circulation in Fannin County.

### VIRGINIA.

**LYNCHBURG NEWS** has the largest circulation of any paper west of Richmond. Has only one rate for advertising. No "special" prices to any one. Any information of H. D. LACOSTE, 38 Park Row, New York, Manager Foreign Advertising.

**THE STATE**, Richmond, the leading evening paper in a community of 125,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. New management, typesetting machines, new press and many improvements. Greater local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 38 Park Row, New York.

### WASHINGTON.

**SEATTLE TIMES**.

**SEATTLE TIMES** is the best.

**THE TIMES** is the home paper of Seattle's 60,000 people.

**SEATTLE'S** afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

### WISCONSIN.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Only English agricultural paper printed in the State. Rates only 20 cents a line. Circulation over 25,000.

**SUPERIOR TELEGRAM**, 5,500 daily, every evening except Sunday. Associated Press Franchise operator in its own building; Mergenthaler typesetting machines; has its own artist. Largest circulation in Northern Wisconsin. Prices for advertising of H. D. LACOSTE, 38 Park Row, New York, Special Newspaper Representative.

## CANADA.

**B**IG city dailies claim to do it all. They do reach a handful of business men and politicians in the towns, but wise advertisers reach the people by aid of the best local papers. The **BERLIN RECORD** (d and w) is clean, bright and popular and goes into more homes in its territory than any other newspaper. Rates on application. **W. V. UTILEY**, Mgr., Berlin, Ont.

## HAWAIIAN ISLANDS.

**'STAR**—Daily and weekly. The live, popular paper of the country. Covers the group completely. Send for samples. **Honolulu, H. I.**

## CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 50 cents a line, for each insertion. One line inserted one year, 53 weeks, for \$28, 6 months for \$13, 3 months for \$6.50, or 4 weeks for \$2. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

### ADVERTISING.

**BRAINS**, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best topographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Advertising rates on application. **BRAINS PUBLISHING CO.**, Box 672, New York.

### AGRICULTURE.

**BREEDER AND FARMER**, Zanesville, O.  
**PACIFIC RURAL PRESS**, San Francisco, Cal.  
**WISCONSIN AGRICULTURIST**, Racine, Wis.  
**FARMERS' HOME JOURNAL**, Louisville, Ky., goes weekly to 13,500 of the wealthiest farmers of Kentucky and Tennessee.

### BOOTS AND SHOES.

"**BOOTS AND SHOES**" WEEKLY, N. Y. City.

### CARRIAGES AND WAGONS.

**THE HUB**, 247 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world.  
**THE HUB NEWS**, 247 Broadway, N. Y. The only weekly paper published in the interests of vehicle mfrs. and dealers.

### COAL.

**COAL TRADE JOURNAL**, New York City.

### DANCING.

**THE BALL ROOM**, Kansas City. Semi-monthly.

### EDUCATIONAL.

**THE SOUTHERN SCHOOL**, Lexington, Ky., 1885, sworn circulation 6,982 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

### FASHIONS.

**QUEEN OF FASHION**, N. Y. City. Issued monthly. A million copies a year.  
**THE WAVE**, San Francisco, Cal. 13,000 weekly.

### GERMAN.

**THE TÄGLICHE ABEND PRESSE**, daily, published at Cincinnati, is credited with the highest circulation rating accorded to any German daily in Ohio.—From *Printers' Ink*, issue of May 15, 1895.

### GROCERIES.

**GROCERY WORLD**, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

## HARDWARE AND HOUSE FURNISHING.

### HARDWARE DEALERS' MAGAZINE.

Largest circulation in its field.  
**D. T. Mallett**, Pub., 271 Broadway, N. Y.

### HISTORICAL.

**THE AMERICAN HISTORICAL REGISTER**, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 130 S. Sixth St., Philadelphia, Pa.

### HORSE INTERESTS.

**COACHING**, Philadelphia, Pa. 4,000 monthly.

### HOUSEHOLD.

**DETROIT COURIER**. "We are pleased with the results from the **COURIER**."—**W. H. SMITH & Co.**, Buffalo, Dec. 20, '96. Ad rate 13 times at 4c. line.

### KNIGHTS OF PYTHIAS.

**THE KNIGHTS' JEWEL**, Omaha, 60,000 yearly.

### LARGEST CIRCULATIONS.

**ELMIRA**, N. Y., TELEGRAM: Over 100,000 weekly.

### LITERATURE.

**THE WAVE**, San Francisco, Cal. 13,000 weekly.

### MEDICINE AND SURGERY.

**WESTERN MEDICAL AND SURGICAL REPORTER**, St. Joseph, Mo.

### MILITARY.

**CANADIAN MILITARY GAZETTE**, Montreal, Que. Only publication of its class in Canada.

### MILITARY AND NAVAL.

**ARMY AND NAVY JOURNAL**, N. Y. City, weekly. Organ of the Army, Navy, Revenue Cutter Service and National Guard.

### MINING.

**MINING AND SCIENTIFIC PRESS**, San Francisco

### MOTOCYCLE.

**MOTOCYCLE**, 1440 Monadnock Block, Chicago.

### NEWSPAPER CLIPPINGS.

**THE CLIPPING COLLECTOR**, a monthly magazine devoted to the collecting of newspaper clippings for pleasure or profit. One dollar a year; ten cents a copy. 8 Day St., New York.

### PAINTING.

**PAINTING & DECORATING**, 247 Broadway, N. Y. The finest and most complete paper published for the trade—one issue worth more than price of a year's sub'n.

### PRINTING INDUSTRIES.

**PAPER AND PRESS**, Philadelphia, Pa. The leading technical magazine in the world of its class—indormed by and circulating exclusively to employing and purchasing printers, lithographers, book binders, blank book makers, manufacturing stationers, engravers, etc., etc. Sample copies and rates on application. **THE INLAND PRINTER** is unquestionably the leading trade journal of the world in the printing industry. Issued promptly on the first of every month. Replete with valuable technical information, articles of general interest and elegant illustrations. Only \$2 per year; \$1 for six months; 20 cents per copy—none free. **INLAND PRINTER COMPANY**, 212-14 Monroe St., Chicago.

### SOCIETY.

**THE WAVE**, San Francisco, Cal. 13,000 weekly.

### SPANISH.

**REVISTA POPULAR**, established 1882. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City.

### SUNDAY PAPERS.

**ELMIRA**, N. Y., TELEGRAM: Circulation over 100,000 copies weekly.

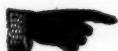
### TEXTILE.

**TEXTILE WORLD**, Boston. Largest rating.

### WOMEN.

**QUEEN OF FASHION**, New York City. Issued monthly. A million copies a year.







# The Sun

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THURSDAY, FEBRUARY 20, 1896.

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Nothing in a long time has afforded more amusement to the intelligent than the war which the reincarnated *Journal* has declared upon PULITZER's preposterous *World*. Not only has young Mr. HEARST compelled PULITZER to reduce the price of his tumefaction to a cent, but even at that price he has defeated any serious recovery of lost readers. We congratulate Mr. HEARST upon the dispatch and finish of his fine work. Besides, his *Journal* is infinitely superior to the *World*, morally, mentally, and typographically.

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“If you see it in  
The SUN  
It's So.”

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

[37] Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

[38] For ten dollars, paid in advance, a receipt will be given covering a paid subscription from date to (January 1st, 1901) the end of the century.

[39] Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

[40] Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

[41] If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

[42] CIRCULATION: A detailed statement of the number of copies printed of every issue of PRINTERS' INK for the full year 1896, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1896, shows that the actual average edition for the year was 21,913 copies; for the last six months, 22,434 copies; for the last three months, 24,384 copies and for the last four weeks, 27,100 copies. The smallest issue during the year numbered 14,300 copies. The largest, 40,500 copies. The year 1896 opened with nearly twice as many names on the subscription list as had place there at the beginning of 1895.

NEW YORK OFFICES: No. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 138 Fleet St.  
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, FEBRUARY 26, 1896.

DURING January the average sales of the Sunday edition of the Chicago daily *Chronicle* were, 96,355 copies, omitting all exchanges, all copies used as samples in canvassing by employees and all unsold papers. This is a pretty good showing for a paper not yet a year old, but then it is the only Democratic morning paper in the great city of Chicago.

It used to be supposed that when one newspaper bought another the combined circulation would be somewhat enlarged. At the present day it is doubtful whether there is anything in the old-time supposition. Almost any good business man would rather own the New York *Times* or the New York *Recorder* than both of them, unless it was his intention to continue to publish both as separate enterprises.

THE man who appreciates the fact that a terse, well-written business letter or advertisement is far more advantageous than a long one, is the man who will succeed in this hustling age. Yet many men run over their correspondence rapidly, neglecting the long letters because they have not time to read them, and then turn round and dictate just as long ones to other men from whom they know the letters will receive the same neglect.

PUT a little of your knowledge in every ad. The public is in need of information about your goods.

MR. HEARST'S New York *Journal* estimates itself as follows:

## Quality and Quantity.

For ONE CENT you can buy or have delivered at your residence the best paper published in America,

## THE JOURNAL.

14 Pages Daily, 1 Cent; 40 Pages Sunday, with Colored Supplement, 3 Cents.

More Cable news than the *Herald*.  
More Local News than the *World*.  
More Special Features than both combined.

MR. A. FRANK RICHARDSON, the New York special, relates that he recently visited the press-rooms of the Boston *Journal* and learned that the *Journal* printed 63,400 copies on the 15th of February and that the returns, judging by the average shown by going back through the months, would be 8,000 copies. This would leave the Boston *Journal* with a paid-for sale exceeding 55,000 copies for that day. Their weekly mailing list consisted of a little over 10,000 names. Concerning the issues of the Sunday *Journal* Mr. Richardson could learn nothing. The *Journal* is an all-day paper. The morning edition on February 15th printed 37,900 copies and the evening edition 25,500 copies.

THE publisher of the Richfield Springs, N. Y., *Mercury* writes to PRINTERS' INK that he issues a daily during the summer resort season and has done so for the past eight years; that he has reported this issue, every year, to the American Newspaper Directory and it persistently fails to appear in that book when issued. He wants to know why. To this the editor of the Directory replies: "The Directory only catalogues papers which are actually published. Those which may appear now and then at watering places or church fairs are not included. Such a paper may be published next year and it may not. It is a rule of the Directory office not to catalogue any new newspaper, a copy of which has not been seen dated as late as December of the previous year. This rule excludes the Richfield Springs summer daily."

THE Atlanta, Ga., *Constitution* claims to print 160,000 copies weekly. The last issue of the American Newspaper Directory credits it with a circulation exceeding 75,000 copies weekly. It is a practice of the proprietors of the *Constitution* to constantly assert that it has never been possible for them to get their circulation correctly stated in the American Newspaper Directory, and the proprietors of the Directory assert just as constantly that it has never been possible for them to obtain from the *Constitution* people any statement of their actual issues for a year, with signature and date attached. The Directory people lately offered a silk hat to any one who would produce such a statement from the office of the Atlanta *Constitution*, and Mr. Nichols, one of the proprietors, when he read the offer, remarked: "It is their privilege to offer the hat, but the statement they will never get."

At a meeting of the Illinois State Press Association, in 1895, Mr. John M. Rapp, editor of the *Fairfield Record*, made a few remarks about the importance of honesty in reporting circulation and the injury that results to the business of advertising by the practice indulged in by so many newspaper publishers of claiming a circulation larger than they actually have; and Mr. Rapp incidentally remarked that the American Newspaper Directory was the only one that he knew of that took much pains to secure accurate ratings. In commenting upon the matter recently, Mr. Rapp admitted that his remarks raised a storm of indignation at the meeting, and disclosed the fact that the American Newspaper Directory was decidedly unpopular in Illinois, mainly on account of its practice of insisting that a circulation report shall be made in such a manner as will convey definite information, and that it shall be signed and dated. Mr. Rapp, however, failed to be converted, and, in a recent communication, addressed to the publishers of the American Newspaper Directory, he commends their efforts to secure honest ratings. His own paper had the handsome average output of 1,302 copies for each and every issue in the year 1895, and the publishers of the Directory will guarantee the accuracy of this statement by the usual \$100 forfeit, to be paid to any one who should prove it to be incorrect.

THE Hardware Dealer, New York, in making a proposition to advertisers, says: "This is a plan that don't cost much, and is worth all it costs."

DURING the week ending Wednesday, February 19, six hundred and eight paid-in-advance subscribers were added to PRINTERS' INK's subscription list.

A PUBLISHER who would deliberately print more papers than he has use for, for the purpose of padding out his circulation and obtaining a higher price for advertising, is not exactly an honest man. Such a man can accomplish the same result by a false circulation affidavit. Lying is cheaper than white paper. The man who would consent to pursue the more expensive practice soon perceives that the more economical one is equally effective. No publisher makes an habitual practice of printing more papers than he believes he may in some way find a market for. Even the most prudent and careful newspapers do occasionally have unsold copies left over, and the energetic and hopeful publisher will have a greater number of these; but so also will he sometimes sell copies to those who prefer the less enterprising competitive journal just because the conservative publisher of the latter is not on hand with a supply to meet the unexpected demand.

#### A POSTAL DISCUSSION.



Why not carry bound books by mail at as low a price as unbound books and newspapers?

Because the express companies are so strong and influential that they are able to prevent the passage of such a law.

Why not carry all unbound printed matter at a uniform pound rate, without compelling a postmaster to read it before he can decide how much postage to charge?

Because the county and village papers are now carried free and no Congressman likes to incur their ill-will.

## A TEXT AND A SERMON.

The circulation of a newspaper is expressed by the number of complete copies printed. What is done with the completed copies has a bearing only in fixing the value or character of the circulation.—*Printers' Ink.*

The number of papers actually circulated is what constitutes the legitimate circulation of a newspaper. The copies may be given away by sending them to addresses secured from directories or lists, or by promiscuous distribution, but each copy is one factor—they are all "circulation." The object of such free distribution, or of distribution for a merely nominal or problematical payment, is to enable the publisher to secure advertising upon the basis of the circulation so secured. If a publication circulates fifty thousand copies gratuitously, that fifty thousand represents its circulation. To what extent such a circulation is valuable to him, the advertiser must judge for himself; the fact that it is circulation admits of no question.

A publisher's object in misrepresenting his circulation is always a desire to secure better advertising rates. The man who is willing to misrepresent his circulation will not hesitate to do so without printing copies to make up the difference between what he sells and what he claims to sell. The assertion that large numbers of copies of some newspapers are constantly printed for the purpose of making a good circulation showing, the extra papers being thereafter consigned to the paper factory, has little or no foundation in fact. Publishers do not find it a profitable enterprise to impress paper with type for the mere purpose of selling it at a decreased rate to the paper mill. Lying is cheaper than white paper, even at two cents a pound.

That some newspapers do print a good many more copies than they actually need is doubtless true, but they only print enough copies to supply what they consider the possible demand which may sometimes be much in excess of the actual demand. A happening of great public interest may sometimes increase the demand for every paper in a city for a certain day by many thousands.

This difference between the possible and the actual circulation of a newspaper is made up of the copies returned unsold. These returned copies, of course, do not circulate to any extent, but, at the same time, the percentage

of this dead circulation is generally so small that it is barely worth considering. In the cases of papers where the percentage of returns is large, that fact becomes a matter of public notoriety. The St. Louis *Republic* gives advertisers both its gross and approximate net circulation. A calculation shows that the returned copies, file copies, etc., average a trifle over six per cent of the entire edition. The *Republic* makes a point of trying to cover all demands so as to lose the fewest number of possible sales, but those papers which keep closer to the actual demand—and thereby lose considerable circulation for the advertiser on occasions of extraordinary public interest—perhaps find that their returns constitute but two or three per cent of their output.

For practical purposes, all an advertiser wants is to know the number of copies printed. If he is a wise man, he knows that some of those printed will be returned, and that some others will not be read. He also knows that of two papers of about equal circulation, the one that makes the most liberal provisions for supplying every possible fluctuation of demand will be apt to sell most copies. It is a question whether an advertiser looks with so much favor upon a net circulation of 60,000 as he would upon a gross circulation of 62,000.

Technically, the number of papers circulated constitutes the circulation of a newspaper; but the number printed approximates so closely to the number actually circulated that, for all practical purposes, the number printed should be understood when the circulation is in question. It is, indeed, possible to make an approximate count of returned copies by the employment of clerks specially devoted to the task. It would have to be done monthly, quarterly, or annually, by deducting the returns from the gross circulation of that time. The result would be the net circulation for the period. This is the method adopted by the St. Louis *Republic*. If the net circulation for a month has been obtained, a division by thirty will give the daily net circulation. To arrive at the net circulation of each day daily would be next to impossible, for returned copies straggle in days, weeks—sometimes months—after their date of issue.

The number of copies printed by a newspaper practically constitutes its

circulation. The difference between the number printed and the number sold is rarely great. The number printed can always be ascertained exactly and promptly; the actual number sold can rarely be ascertained, and never until after the lapse of a period of time.

### STANDING ALL ALONE.

THE EDITOR OF THE AMERICAN NEWSPAPER DIRECTORY TELLS WHY THE OTHER DIRECTORIES AND HANDBOOKS ARE A HINDRANCE RATHER THAN A HELP IN THE CONDUCT OF HIS LABORS.

Believing that a reference book should approach perfection as closely as possible, it has been my aim, for several years, to closely study the various so-called newspaper directories published from time to time by many advertising agencies, hoping to gain from them some knowledge that would be of assistance to me in conducting the annual revision of the American Newspaper Directory.

A practical test, however, soon showed that, with one possible exception, there was nothing to be gained from these publications. They were found to be, with a single exception, nothing more than abridged editions of the American Newspaper Directory, with variations, principally in circulation ratings, tending invariably in the direction of error.

One volume, however, known as Ayer's Annual, commanded more attention than the others on account of its size, general appearance and the evidence found that considerable care is devoted to its revision. It has still a place on my desk for the accommodation of occasional outside inquirers; but I have come to the conclusion, after careful tests, that this also fails to be of any service in my annual revision, and a reference to it tends generally to mislead me.

With a view to obtaining additional information outside the various sources already at the disposal of the editor of the American Newspaper Directory, I once caused a special wrapper to be sent for a sample copy to all the five or six hundred newspapers and periodicals that had a place in Ayer's Annual, but were not catalogued in the American Newspaper Directory for the same year. The result was that nearly every one of the papers so received

was found to be either a local church leaflet, issued for free distribution in the parish, an advertising sheet or for some other reason not entitled to a place in the American Newspaper Directory. I, in this way, also discovered that many of these papers so applied for because catalogued in the Ayer book, although not previously catalogued by me, were not, in fact, known to the postmasters of the towns in which they were reported to have been published.

A year later another test was made. Newspapers from which no report or copy had been received during the year, which were not otherwise heard from, and which did not appear in Ayer's Annual, were continued in the American Newspaper Directory, with only the name given, and that followed by an interrogation point. Subsequent investigation showed that the non-appearance of a paper in the Ayer book could not be taken as proof that the paper is not published.

Some years ago, at a considerable expense, comparative schedules were made of the circulation ratings accorded to each paper in every one of the various newspaper rate books which could be gathered for the purpose. The result plainly showed the worthlessness of sworn bold face ratings in Ayer's and the other annuals as compared with those guaranteed as correct by the American Newspaper Directory. The figures in Ayer's and the other books may or may not have been correct for the day or time given, but for what day or what time was not indicated, and the figures were consequently worthless. The scheme of comparison of rating was thereupon dropped because nothing was to be gained by such comparison, while the time and labor expended resulted in augmented liability to error.

The experience above recounted has finally led me to the conclusion that with all the original information gathered in our thorough revision, the American Newspaper Directory deserves its place as the "Standard Authority of American Newspaper Statistics," and that reference to any other book is simply starting out upon a path which is not only likely but sure to mislead.

THE mournful columns of his debts  
Still higher, higher rise;  
He was an honest man, but yet  
He did not advertise.

## ABOUT SUPPLEMENTS.

CORTLAND, N. Y., Jan. 6, 1896.

*Editor of PRINTERS' INK:*

For several years we have been accustomed to send out at the first of January, as a supplement to our paper, a calendar. These were formerly considered to be second-class matter, and passed as such, at pound rates. This year we did the same thing, but learn that a change of ruling has placed the calendars in third-class matter, and that you have been charged four cents each for postage for the calendars. We had no intention of putting you to any expense in the matter, and regret the occurrence. We herewith inclose four cents in stamps to refund you for what you have already paid to get the calendar. Yours truly,

CORTLAND STANDARD PRINTING CO.

NEW YORK, Jan. 17, 1896.

*Publishers of Standard:*

On the 6th of January you wrote inclosing 4 cents to cover postage that had been exacted on your annual calendar. In that let-

ter you stated, "These were formerly considered to be second-class matter, and passed as such, at pound rates," and you go on to state, "This year we did the same thing, but learn that a change of ruling has placed the calendars in third-class matter." PRINTERS' INK has devoted a good deal of attention to second-class postage questions and this one of yours is interesting. We are told at the New York Post-Office that there has been no change of ruling, but that the fault with your calendar was that it should have contained the words, "Supplement to the *Standard*," together with the date of the particular paper that the calendar supplemented. We are told, however, that neither now or at any previous time would it have been proper for you to have mailed the calendar separate from the paper to which it was a supplement. Our object in writing you is to know whether in times past you have been permitted to mail the supplement as you did this year; that is, in an envelope and separate from the paper, and without the words, "Supplement to the *Standard*," with date, etc.

Your reply will oblige,  
PRINTERS' INK.

## Cortland Standard.



A HINT FOR THE STANDARD.

DAILY-EVENING  
CORTLAND COUNTY SENTINEL WEEKLY

OUR GARRIER'S GREETING.

CORTLAND COUNTY  
SENTINEL WEEKLY

1896		JANUARY						1896
SUN.	MON.	TUES.	WED.	THUR.	FRI.	SAT.		
Last Day. 7th.	New Year. 1st.	First Day. 22nd.	1	2	3	4		
5	6	7	8	9	10	11		
12	13	14	15	16	17	18		
19	20	21	22	23	24	25		
26	27	28	29	30	31	Full Moon 28th.		

Who saves at the advertising spot, wastes at the business bung.

Circulation more than double all other papers in Cortland county combined.

THE LARGEST AND BEST JOB PRINTING ESTABLISHMENT IN CORTLAND COUNTY.



CORTLAND, N. Y., Jan. 22, 1896.

**Editor of PRINTERS' INK:**

We are sure that the New York Post-Office is in error on one point at least. Quite a number of years ago—possibly ten years or so—there was a specific postal regulation which allowed a newspaper to send out, once a year, a calendar or almanac, with the paper, at second-class rates. This regulation no longer appears in the published volume, and, we presume, has been repealed. Whether we would now be entitled to send out our calendar with the paper by printing thereon the words, "Supplement to the *Standard*," is a question which we have not investigated. We have never sent them out in this way. We will write to the Department in reference to it, and try to get a ruling; and, if we do, will inform you as to what it is. Last year, supposing the old regulation to be in force, we sent to the postmasters in this county and adjoining ones our calendars, separate from the papers, for safer transportation, and wrote the postmasters to this effect, sending them a few calendars for themselves, and asking them to pass out a calendar to each one of our subscribers as he took his paper. No objection was made to this. The calendars passed through the office in this place without objection, and we presumed that the same thing would be allowed this year. It was all right at this end of the line, but we had kicks and calendars returned from some other cities. Calendars were sent out in separate bundles this year, after consultation with our postmaster here, or his deputy, and with his assent, with the intention of serving the convenience of the postmasters in places to which the calendars were sent, inasmuch as it would be impossible to roll the calendars up with the papers and put them into the post-office boxes without crushing them.

Yours truly,

CORTLAND STANDARD PRINTING CO.,  
Wm. H. Clark, President.

The multitudinous questions that come up concerning what may and what may not be mailed as second-class matter are not answered by the law, but are dealt with by what is called "regulations." The law is simple and easy, but what the regulations are no man can find out, and no one is so much in the dark as the people in the Post-Office Department at Washington who make and issue them.

It is often asserted that the publication must be sent entire in one wrapper if wrapped, but some weekly papers, notably the *St. Louis Republic*, are mailed in two parts. It is difficult to understand how this is permissible if a supplement may not be mailed separate from the paper itself.

A picture of the Cortland *Standard* calendar is here shown. Also a picture of a colored supplement sent out with the New York *Journal*. Near the lower left-hand corner of the *Journal*/cat card, or supplement may be found a ball, and on this ball may be read, with a magnifying glass, the words: "Supplement to the *Journal*."

This supplement is pronounced regular and legitimate. The usual way of dealing with matters of this sort is that adopted by the Cortland *Journal*—that is, to go ahead and do what it is wished to do, and watch the out-



come. It is generally useless to apply to the postmaster, for he doesn't know, and, if he makes a decision, the Department at Washington will probably overrule it, whatever it may be. If the Department is applied to in advance, the reply will be such as no business man can make head or tail of, and will be generally delayed till it is so late that to carry out the desired scheme is no longer possible.

If Congress would apply the pound rate to unsealed printed matter, whatever its character, a simple law to that effect would cut the Gordian knot and do away with puzzles. Nobody would care much what rate was fixed, so that it is fixed, and is applied to everybody without favoritism.

#### IN SPANISH AMERICA.

The Bureau of the American Republics, Washington, D. C., issues a "Newspaper Directory of Latin America," which it will mail, postpaid, to any address on receipt of five cents, sent by postal order, stamps not being received. It is presumably a complete list, but gives no details besides names, except in Mexico, where frequency of issue is also indicated. The countries covered are Mexico, Costa Rica, Guatemala, Honduras, Nicaragua, Salvador, Argentine Republic, Bolivia, Brazil, Chili, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela, British Guiana, British Honduras, Cuba, Curacao, Guadeloupe, Jamaica, Martinique, Puerto Rico and Santa Domingo. The publication is also for sale by Rand, McNally & Co., of New York and Chicago, from whom all of the publications of the Bureau may be obtained. The Bureau issues a large number of books, ranging in price from five cents to seven dollars and a half, devoted to the various interests and phases of commerce in Spanish America. These include tables of weights and measures, commercial directories of each country, codes of commercial nomenclature, tariff acts, as well as pamphlets devoted to special industries. Its monthly bulletins for the fiscal year (July to June, inclusive) are sent for \$1.00 per annum. They appear to consist of about twenty-five per cent of the entire publications of the Bureau.

Mr. Carlos Hernandez, the manager of the Spanish department of Schieffelin & Co., wholesale druggists, of 170

William street, New York, said that, to reach the drug trade, they advertised in scientific and medical journals circulating in Spanish America, such as *El Progreso Medico* and others. The house has been in existence and has had business relations with the major part of the drug trade in the territory named for many years. To reach the consumers it supplies the trade with a large amount of advertising novelties, such as fans, chromo cards, etc., printed in Spanish. The local newspaper advertising is done by the druggists themselves. He said he could see no reason why any house should be backward in giving its experience with Spanish-American advertising. Even if a house had spent a great deal of money in getting together its information, that was no reason for withholding it from others, for the advent of others in different lines would not at all affect the business of those already established, while it would be of inestimable value to American foreign trade in general.

Mr. Atwater, manager of the John C. Cochran Company, of New York, publishers of *The American Exporter*, and its Spanish edition, *El Exportador Americano*, says that the publication in question has 7,000 circulation, and reaches principally the general importers in Spanish America. The bulk of its advertisements are of machinery, tools, pianos, etc. Mr. Atwater says it is not necessary to reach the planters direct, as they apply at the jobbers' places and ask to be shown the newest productions in American machinery, etc. The newspaper reading habit is not prevalent in Spanish-America, and the newspapers consequently do not hold influential positions. He says that when his Spanish-American friends visit him they express surprise at so large a number of our people reading the newspapers, and an "L" train wherein every one has his paper fills them with wonder. The bulk of medicine advertising to the consumer in Spanish America, he says, is done by means of fans, chromos and other advertising novelties, as well as billboards. The newspapers are generally neglected. He remarked that Scott & Bowne were, or had been, using fans quite extensively. As the weather is usually very warm, fans are generally appreciated.

♦ ♦ ♦  
If you'd win a paying trade  
Seek some clever ad man's aid.



## NOTES.

IN 1891 statistics say that England possessed about 5,000 male and 660 female journalists.—*Newspaperdom*.

HARRY HARMAN'S *School of Window Dressing*, Chicago, offers three medals for good window dressing.

A *POUGHKEEPSIE* shoe dealer announces from the window this ambiguous declaration: "Here we give you fits."

An odd firm name in America is carried by a New York publishing house. It reads: "J. Fitzgerald & Daughter."

SENATOR HANSBROUGH, of South Dakota, has introduced a bill in Congress prohibiting the use of the American Flag for advertising purposes.—*New York World*.

*Pearson's Weekly*, that widely circulated English publication, claims to be "absolutely the only paper which insures, or ever has insured, its readers against burglary."

The foreman of a large printing-house one morning received the following note from the wife of one of the men in his employ: "Please to eggscuse my husban' for not coming to work to-day. He is ded."—*Tit Bits*.

THE *New York Journal* on St. Valentine's Day sent to 30,000 addresses, secured from the elite directories of ladies in New York and Brooklyn, a beautiful valentine calendar—calling attention to the excellence of the *Journal's* woman's page.

THE American Newspaper Publishers' Association held its annual meeting in this city February 19, 20 and 21 at the Hotel Brunswick. Among the subjects discussed were the following: Advertising; circulation; libel laws; fire insurance; mechanical; postal laws; newspaper directories, etc.

At the Lille branch of the University of France, journalism was adopted two or three years ago as a subject for University teaching. M. Tavernier, a well-known Parisian journalist, is giving a course of lectures there this year, and so successful is the experiment proving that the advisability of introducing journalistic courses is being seriously discussed.—*Newspaper Maker*.

FOLLOWING is the essential section of Representative Wilson's bill to suppress the circulation liar: "Any canvasser or representative of a newspaper, magazine or periodical who shall represent the circulation of such paper in excess of the actual number printed shall be deemed guilty of a misdemeanor, and on conviction shall be fined not to exceed \$5,000 or less than \$50, or imprisoned not to exceed thirty days, and the publishers of such newspapers shall not collect for contracts entered into except at a figure pro rated with such number as the actual circulation bears to the number so represented to be printed by such canvasser or representative."

## GREAT RESPECT WAS ACQUIRED.

Several years ago, in the buoyancy of youth, I published, together with another young man who was afflicted with the same complaint, a weekly paper. We had a circulation of 3,000 copies a week, which was big for a paper of its class; but it dwindled into utter insignificance when compared to the imaginative powers of our competitors; so we played the same game, and imagined we had a circulation of 10,000 copies. The story was believed, partly on account of the prosperous look of the sheet, and partly owing to the good-natured ability of my partner as an expert liar. Intoxicated with success, we dreamed that our circulation was 20,000 copies, and promptly doubled the advertising rates. In the midst of our glory, along came a request from the editor of the American Newspaper Directory for our circulation rating, together with a circular descriptive of the workings of their plan of guaranteeing their circulation ratings. Of course, we evaded a direct statement, but we sent in a pretty big "bluff," and continued on our merry way. In due time the Directory was published, giving us a rating of 3,000 copies! I do not know how he figured it out, but he had it correct. From that time on I have had a great respect for the Directory, and what it says is near enough to the truth to satisfy me.—*W. C. Stewart*.

## Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WISCONSIN AGRICULTURIST,  
RACINE, WIS.Lynchburg NEWS (2,600 D. & S.  
(5,000 Weekly).SUPERIOR  
TELEGRAM Leading paper in Northern Wisconsin.  
5,500 DAILY.

ILLUSTRATIONS—New, original, attractive, catchy, make your ads pay. I make them to suit any business. Stamp for my circular and price list. H. WOODWARD ROGERS, 24 W. 23d St., N. Y.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York, N. Y., sole agent. 13,000 weekly guaranteed.

## My Advertising Service

is, I know, worth much increase of trade to my customers. Why! I do nothing but advertise, I like the work, and have been trained to it. My prices not the lowest, but my work of the best—both ads and advice.

Frank B. Bagley, Box 91, Phila.

## THE ARGONAUT

Is the only high-class Political and Literary Weekly published on the Pacific Coast. Thousands of single-stamped copies of it pass through the post-office every week, remailed by subscribers to their friends. It has a larger circulation than any paper on the Pacific Coast, except three San Francisco dailies. It goes into all the well-to-do families of the Pacific Coast. Over 18,000 circulation. Argonaut Building, 213 Grant Avenue, San Francisco.

**MAIL** TOPEKA, KANSAS

Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address H. Frank Winchester, 10 Spruce St., New York, Eastern Agent, or C. Geo. Krogness, Marquette Bldg., Chicago, Ill., Western Agent.

## The Evening Journal,

JERSEY CITY, N. J.,

IS GETTING ON NICELY, THANK YOU.

So are its advertisers. They find it pays.



Good ads, like good eggs, may be spoiled in the setting. If you wish your ads put in type in a manner to command attention send them to me. Electrotypes furnished.

Wm. Johnston, Manager Printers' Ink Press,  
10 Spruce St., New York.

Largest Net Paid Circulation  
of any Evening Paper in  
Jackson, Mich.—that's

## The Evening • Press

(Formerly The Evening Patriot.)

2,203 Daily.

The only Morning Paper in  
the City is

## The Patriot.

Daily, . 3,117

Sunday, 3,401

Twice-a-week, 3,046

Prices for space and copies of  
the paper of

H. D. La Coste  
38 Park Row  
New York

Eastern  
Advertising  
Manager

## OPEN Thine Ears

to Sound Argument.



A journal that reaches the best people in every city, town or village in the United States must possess merit as an advertising medium. To what extent we modestly ask you to determine.

Ask for Sample Copies and Rates.

See what we are.

THE AMERICAN

## School Board Journal

New York. Chicago. Milwaukee.

## NEWS

Daily  
Sunday  
Weekly

WHEELING, W. VA.

Largest Circulation  
in the State.

Rowell's Directory for 1896

gives the News the highest daily circulation for Wheeling, and guarantees the accuracy of the rating by agreeing to forfeit \$100 to any one who can prove differently.

SUNDAY NEWS has more circulation than the total of all other Sunday papers published in West Virginia. This is certainly valuable information for

Advertisers who wish to cover West Virginia and Eastern Ohio effectively and at least cost.

Other valuable special points gladly told in person or by mail.

C. E. ELLIS,  
New York, 517-518 Temple Court,  
Chicago, Boyce Building.

W. J. Kennedy in charge.

## HELENA

sits enthroned amidst the gold-ribbed mountains of peerless Montana, the undoubted Queen of the Rockies. At her feet the mines are pouring forth, in ceaseless stream, the treasures which lard the earth. Her rich tributary valleys are becoming populated, and fruitful blossoms replace the native growth. Her numerous flocks and herds have increased and multiplied. Her sons and daughters in conscious strength are full of energy, hope and anticipation. The past has brought her much and she rejoices in the plentiful prospect.

Advertisers may share in the general prosperity through the use of the leading paper in the State,

### THE HELENA INDEPENDENT

Daily 6,240.  
Sunday 6,240. Weekly 3,385.

INFORMATION OF

**H. D. LA COSTE,**

38 PARK ROW EASTERN  
NEW YORK. MANAGER.

## To School Advertisers...

**THE CHURCH STANDARD** during the past season carried 50 per cent more school advertising than during any previous year in its history.

We have received during the past year more unsolicited testimony as to its value as a medium for this class of advertising than we have received during any previous year.

It stands upon its own merits entirely. If it cannot help you fill your school it does not want your business. What it does ask at your hands is a trial. If any paper circulating in the Protestant Episcopal Church, particularly in the great Middle Belt, can help you it is

**The Church...  
...Standard.**

Special rate for 1896.

**THE CHURCH STANDARD COMPANY**  
Philadelphia, Pa.

# THE PETERSON MAGAZINE

"Among the best of magazines."  
—*Washington Post.*

## AMERICAN IN SENTIMENT, TONE AND CONTENTS

"One of the brightest and most popular monthlies. \* \* \* \* Rapidly assuming a place second to none of its kind."

—*Kansas Endeavorer, Topeka, Kan.*

**Advertising Rates  
\$80 Per Page  
BY THE YEAR**

"The Peterson is one of the best periodicals in the metropolis."

—*Times-Union, Jacksonville, Fla.*

## The Peterson Magazine

109 Fifth Ave., New York

## Important Announcement.

THE NATIONAL TRIBUNE, of Washington, D. C., has obtained the exclusive right to publish the Memoirs of Gen. Wm. T. Sherman as a serial. It is said that \$8,500 was paid to the family of Gen. Sherman for the right. It will be remembered that the General refused to have the book sold by subscription.—*From the New York Press, Sunday.*

## The North and West IN THE Geography of the United States IS WHERE

Iron is scooped up with steam shovels; copper is chopped from the solid mass or raised by tons in the ore; gold is mined so plentifully that Uncle Sam's reserve need not suffer if banks and people would not hoard it; silver is so abundant that the question is what to do with it; wheat is raised by the tens of millions of bushels and corn by the hundreds of millions; cattle are grown by the train loads and huge forests dissolve into lumber piles, and these almost at once take shape in houses, bars and factories.

## The North and West IN LITERATURE

is a Presbyterian, family religious newspaper published at Minneapolis, Minn., in keeping with the region whose name it takes, and going to multitudes of its thriving families. The wise advertiser, please note.

If you have a downright good article at a price that will fit the finances of well-to-do families, tell all about it through the columns of

....THE....

# BROOKLYN STANDARD UNION

If it's a good thing our readers will buy it, and buy it quick. They have the money and will spend it with our advertisers. No rash reckoning about this claim.

**It's a Business Bringer.**

The reason it pays to advertise in

# THE Kansas City WORLD

is because THE WORLD brings results. It carries more local advertising than any other Kansas City publication—a sure indication of its worth.

**Circulation, 29,000 DAILY,  
32,000 SUNDAY.**

If you put it in The World it wins.

**THE WORLD,**

Kansas City, Mo.

L. V. ASHBAUGH, Manager.

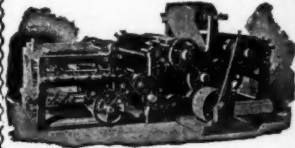
Chamber Commerce,  
CHICAGO.

Tribune Building,  
NEW YORK.

**A. FRANK RICHARDSON,**  
Special Representative.

## ONE BRIEF MOMENT

*with the "NEW MODEL"  
Web, the small MAN and the  
BIG boy, and you can have  
250 newspapers on the street.*



*Your advertisers like that and  
the more of it the merrier.*

**Campbell Printing Press & Mfg. Co.**  
6 Madison Ave., New York.  
334 Dearborn St., Chicago.

"The Mirror,' at all times, preserves a higher and better tone than was at one time considered possible in the case of a dramatic journal."—*Chicago Herald.*

## THE NEW YORK DRAMATIC MIRROR

[ESTABLISHED JAN. 4, 1879.]

**The Reasons Given** why the advertising patrons of THE MIRROR use its columns continuously year after year, and as a rule use no other paper, are exactly the reasons one would expect to be advanced. They are in effect that THE MIRROR completely and satisfactorily covers the theatrical field; that it is found in every city and town in the country; that it has, in fact, the largest circulation ever attained by a dramatic newspaper; that it has by a consistent adherence to honest methods and well-defined and steadily adhered-to principles reached a position which offers every possible value to those who advertise in its columns, while it commands their respect and admiration, and the circulation is a peculiarly effective one on account of the fraternal feeling which exists among all its subscribers and readers. Specimen copies and advertising rates on request.

**HARRISON GREY FISKE,**

EDITOR AND SOLE PROPRIETOR,

1432 BROADWAY, COR. FORTIETH STREET.

The Largest Dramatic Circulation in America.

The Organ of the American Theatrical Profession.

**Testimonials** May be Good, bad and indifferent. Naturally we present those that are good. WHY? Because we have none that are bad or indifferent.

"Self Culture" goes regularly each month to over 70,000 subscribers. All to people with brains and money.

Here is what some folks say of us:

"It is truly remarkable the amount of valuable information, and of current progressive interest contained in 'Self Culture.' It grows fuller and stronger with each month."—*Boston Ideas*.

"It affords the means for self-instruction and home improvement, and thus it fills a field exclusively its own. New developments in science, history, etc., are given each month, thus keeping its readers thoroughly abreast of the times. It is in all respects an ably conducted magazine, and the writers that contribute to it are educators in the best sense of the word."—*Syracuse (N. Y.) Herald*.

"There are but few subjects it does not touch upon, and a busy man will gain more knowledge of the world's progress through its pages than in any other way. We would advise any one interested to procure a copy and see for himself."—*Boston Times*.

"'Self Culture' is a publication peculiar in many ways. Besides its articles on current topics, it contains little paragraphs telling things which people are always wanting to know and never remembering. The magazine is valuable on this account."—*Chicago Daily News*.

Our Motto:—"If we can't do you good we don't want your money."

ADVERTISING RATES ON APPLICATION.

The Werner Company, Publishers,  
160-174 Adams St., Chicago.  
5-7 E. 16th St., New York.

# If You

wish some plain facts tersely stated that may aid you in placing your advertising where it will pay you best, write to the

## Farmer's Call, QUINCY, ILL.

# The State.

RICHMOND, VA.,

Circulation, Character, Influence.  
These are required of a Good Advertising Medium.  
The STATE Has All Three.

Evening,  
Semi-Weekly

Its Advertising Value for City Trade is Unsurpassed.  
It is Pre-eminently a Local Paper.  
Its readers embrace the bulk of City Buyers.  
It is read at the Best Time to Gain Attention.

INFORMATION AS TO SPACE OF

38 Park Row, New York. **H. D. La Coste,** Eastern Manager.

*"Completely covers Southwest Texas and Mexico."*

# San Antonio Express ...

ONLY  
MORNING  
PAPER  
IN THE  
CITY



Controlling a rich and extensive field. Embracing a territory larger than the State of New York.

## ... Circulation ...

Daily	-	-	-	9,500
Sunday	-	-	-	10,500
Semi-Weekly	-	-	-	11,000

It is impossible to cover Texas without the San Antonio Express. IT IS THE ONLY PAPER west of the Colorado River or south to the City of Mexico TAKING DISPATCHES, and the one and only morning paper within said territory printed in *any* language.

**Express Publishing Company,**  
**San Antonio, Texas.**

.....

S. C. BECKWITH, Sole Agent Foreign Advertising,  
469 The Rookery, Chicago.      48 Tribune Building, New York.

## To Reach the Buying Class

Your ad should be in the

# CLEVELAND WORLD.

Circulation { Daily, } 45,000  
 { Sunday, }

*...If the local advertisers indorse a paper you may safely rely upon it as being a good medium for your own advertising. Here are a few letters from Cleveland business men who advertise in the WORLD.*

As an advertising medium I regard it as one of the best in Northern Ohio. It is eminently a newspaper for the family, and as such will be thoroughly read. Your paper is worthy of "Greater Cleveland."  
 S. K. BARSTOW,  
 Vincent-Barstow Co.

We congratulate you upon the great improvement you have made in the WORLD; its advertisements have brought us good returns, and the excellent style in which you have always set up our ads has been most gratifying.

THE GAYTON FURNITURE CO.  
 Alfred Gayton, President.

In the last two years we have used considerable space in the Cleveland WORLD, both in displays and locals, calling attention to our mantels, tile bath rooms and Miller gas grates, and have found the results more than satisfactory.

AULD & CONGER.

Many customers call or write us and mention "We have seen your advertisement in the Cleveland WORLD," and have purchased a piano or organ. We hope all your enterprises will be successful.

B. DREHER'S SONS CO.

Being a constant advertiser in your paper for the past seven years, continually increasing my space from time to time, is sufficient proof that I consider your paper one of the best advertising mediums in Greater Cleveland.

R. H. FETTERMAN.

### The World Publishing Company,

ROBERT P. PORTER, President.



THE S. C. BECKWITH SPECIAL AGENCY,

SOLE AGENTS FOREIGN ADVERTISING,

The Rookery, Chicago.

Tribune Building, New York.



As the years  
roll by...

the ever increasing number of  
papers makes impossible the use  
of them all by advertisers. So  
that a knowledge of the BEST  
papers becomes a matter of im-  
portance. In DAYTON (Ohio)

...the...

## Morning Times, Evening News, Weekly Times-News

have been found profitable as  
result-bringers for many years.  
They are the best known of any  
Dayton papers, and have a stand-  
ing and wield an influence that  
is attained by no other papers in  
that section—the result of a pros-  
perous and continuous existence  
extending over a long period.

Any information as to  
circulation, prices, etc., of

### H. D. La Coste,

38 PARK ROW,  
NEW YORK.

EASTERN  
MANAGER.

# The Time Has Long Passed

When it was necessary to argue about the value of country newspapers as advertising media. Everywhere their worth is now acknowledged, and every year more advertisers utilize them.

The only question now is how to use them most economically and effectively. This can be best accomplished through the lists of the Chicago Newspaper Union, which number

## 1,450 Country Weeklies

of the very best character in the Middle West. To insert an ad in every one of these 1,450 papers, representing an aggregate circulation of one million copies, each issue, only one order and only one electro is necessary. We do all the detail work.

Catalogues and information free.



**Chicago Newspaper Union,**

10 Spruce St., New York, N. Y., Or,  
87-93 S. Jefferson St., Chicago.

## DEPARTMENT OF CRITICISM.

*By Charles Austin Bates.*

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticized freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

### ADVERTISING IN GENERAL.

STILLMAN WRIGHT & Co., Millers. }  
BERLIN, Wis., Jan. 28, 1896. }

*Mr. Charles Austin Bates, New York City:*

DEAR SIR—I asked a friend yesterday if he had read the account of Dr. Greene in the last *PRINTERS' INK*, and he said, "No, he had not come to it yet, as he always read *PRINTERS' INK* the back end first," which was a good word for your Department of Criticism.

Although I read your Department of Criticism and the balance of *PRINTERS' INK* also quite thoroughly, I don't remember ever to have seen anything in regard to advertising the great staple, flour, in which we are interested. I think millers, generally, are not spending very much money in advertising. Our specialty is pure buckwheat flour. I enclose copies of ads which we have been running during the winter season for two months in large dailies, e. o. d., in cities where the goods are on sale. Of course, it is impossible to trace results of this kind of advertising, but my opinion is that we did not get back half the money that we put into it.

Yours very truly,

CHAS. H. WRIGHT.

The advertisements sent read very well, but there is no particular force in them. There seems to have been more consideration given as to how they were going to sound than to what they were going to say. They are good average ads, but that is all. Nowadays an advertisement has to be a little better than the average if particularly good results are to be expected from it.

### Be Sure

#### It's Pure.

You don't want to eat adulterated buckwheat or buckwheat that isn't buckwheat at all.

## WRIGHT'S BUCKWHEAT

is an honest product. Nothing but plain buckwheat of the very best kind.

AT YOUR DEALER'S.

By "better" I mean more forceful, more convincing.

I do not concur in one thing that Mr. Wright says. That is, that it is impossible to trace results of general advertising such as this. If the adver-

tising be confined to a specified territory, it ought to be a simple matter of arithmetic to tell whether or not it was profitable. Certainly the manufacturer knows what quantity of his goods are sold in a certain territory. If he tries advertising for six months or a year, and the sale isn't increased, he certainly knows that the advertising was not of the right sort. If the business is increased, he can measure by the additional profits against the cost of the advertising, and by the simple operation of subtraction find out just how profitable the advertising had been. Of course, where the advertising has been general all over the country for a long time, it is hard to tell just exactly what it accomplishes. This is more particularly the case when general as well as local circulating mediums are used. The man who is using local papers and also the great monthly magazines cannot tell whether the magazine advertising pays or not. He cannot tell absolutely about the local advertising, but he can get near it if he tries. Of course, if he sells to jobbers and they in turn sell to retailers, the problem is more difficult and in fact is almost unsolvable. When he is first going into any given territory, however, he can tell exactly what his advertising is doing. It will require attention to do this, and it will require some figuring. To be sure, a Cincinnati jobbing house may buy the goods that are sold by a Kentucky retailer, and so apparently results might come from Ohio when the advertising was being done in Kentucky. It is comparatively easy, however, to find out where the actual sales are made if an effort is made to do so.

\* \*

A certain wise man, who has now been dead some years, said: "Of the making of many books there is no end." He must have foreseen the booklet era in the history of advertising. There are more booklets used now than were ever used before in the world. It seems that no business of any kind can

get along without a booklet, and booklets are good things. There's no question about that. A booklet enables a man to tell a longer story than he can tell in an advertisement unless he has a great deal of money and a great deal of nerve. Sometimes I am inclined to think that an advertisement covering the entire ground might be published in the right sort of papers and get a great deal wider circulation for the same amount of money than can be obtained by the publication of a booklet. The booklet is a sort of stock advertisement, however, and may be used effectively in the regular daily correspondence, or in the daily out-go of packages and boxes.

The booklet is necessary. Many makers of booklets make the mistake of talking too much before they begin to tell their story. I like the booklet that jumps right into the middle of the story on the first page, and talks business from the first letter to the last period. I do not like the booklet, or the advertisement for that matter, that begins in some such way as this: "That interesting work, Webster's Unabridged, defines a hinge as a joint on which a door, lid, etc., hangs or turns." This sort of thing is generally the opening to two or three pages of unnecessary introductory literary matter. Business men do not have time to read stories during business hours, no matter how interesting and well written the stories may be. If a man who is interested in hinges gets a booklet about hinges, he wants to get the meat out of it as quickly as he can. He doesn't care anything about what Webster says about hinges. He knows what a hinge is, and his opinion and Webster's may possibly differ. He cares more about the quality and prices of the commercial hinge than he does to know the dictionary definition of the word.

I believe in a booklet that tells quickly whatever it was written to tell. I do not mean that I would sacrifice clearness for the sake of brevity, but I would start immediately to tell my story whether it was long or short.

The booklet that started me on this talk is a very attractive affair, issued by the Stanley Works of New Britain, Conn. It is cut out in the shape of a hinge, and is entitled "Biography of a Yankee Hinge." You see it begins to be literary and to strain after effect right on the cover. The book is well print-

ed, and has some well-drawn illustrations in it. There is too much talk in it, however, and it is not direct enough. One point that seems to me should have been made much of is hidden away in the back of the book, no particular attention being paid to it. On one page is the following paragraph:

"A contract has just been made with a reliable advertising agency to have them (the Stanley hinge) advertised in the leading farmers' and agricultural papers, thus bringing them directly to the notice of the consumers, the farmers, throughout the country. They have come to stay. You will have calls for them. Is it not for your interest to have them in stock?"

It seems to me that's a good thing to have the dealers know, and if I had been writing this booklet, I would have confided the information to them in the front part of the book.

\* \*

Several weeks ago I mentioned the name of Francis I. Maule in connection with an advertisement that I reproduced. I said that the ad sent sounded as if it might have been written by Mr. Maule. Mr. Maule has written me several lively letters on the subject, in which he characterizes the advertisement as "rubbish," and asks me to say that he did not write it. I believe that he did not, although I really cannot see why he should resent the implication. In my criticism I said that it was a good ad, that it was well calculated to bring results, and the correspondent who sent it to me told me that it did bring results. Nobody need be ashamed of writing an ad that brings business, because that is what advertising is for. I would rather be the author of an ad that sold goods than to be the author of a beautifully artistic, grammatical and rhetorical effort that didn't sell goods. An ad may be as pretty as a rainbow and as imposing as the Statue of Liberty, but if it doesn't sell goods it isn't worth two cents. The highest compliment that I can pay an advertisement writer is to say that he has written an ad that sold goods.

\* \*

#### RETAIL ADVERTISING.

I do not generally believe that the reproduction of odd and ridiculous advertising is likely to prove of benefit to the readers of this department, but

here is one that is so distinctly out of the ordinary that I print it merely as a curiosity:

## WORK

### For the Servants of the Lord.

I will now explain why I said "the Mennonite church is traveling the road to hell as fast as time rolls along." It is because it is guilty of supporting their members in robbing me of house, home, wife and children; guilty of putting asunder which God hath joined together; guilty of separating man and wife; guilty of making a widow and fatherless children; guilty of separating me from my dear children and not allowing me to touch or speak to them; guilty of upholding their members in false swearing and of suing at law, for they had three lawsuits against me at one time; guilty of refusing to pardon me when I had committed a transgression and went and canceled my transgression according to God's Word, for I went to the ones I had wronged and complied with their demands for pardon; then I came to the church and asked them to pardon me and pray for me that I might live a better life; guilty of allowing their members to swear out a false warrant against me and have me arrested.

Think of all these things! You that are working in the vineyard of the Lord, here is work for you to do. Why will ye stand idle all the day! Those who have done me wrong must cancel their sine to escape hell. Christian men, pray for me that I may always do right.

I was afflicted for ten years, and in answer to prayer God gave me health. If you see me I will tell you how to cure rheumatism, grippe, pneumonia, bronchitis, quinsy, croup, yellow jaundice, fever, etc.

For flowers and vegetable plants call and see me before buying elsewhere.

MOSES WENGER,

Market gardener, plant grower and florist.

HARRISONBURG, VA.

\* \*

The publishers of local newspapers everywhere have my most distinguished consideration. I used to publish a local newspaper myself, and I know some of the trials and tribulations of the business. I trust that that preface to the remarks I am going to make will show that the object of them is really to benefit publishers as much as it is to benefit advertisers.

Newspaper publishers will get more benefit from progress in advertising than any other class of men, and yet they are the ones of all others who throw obstacles in the path of the progressive advertiser. I have recently had it brought forcibly to my attention that many publishers in both large and small cities fine their advertisers when they endeavor to make their advertising more profitable. They apparently do not want the advertising made profitable—at least, profitable to the advertiser. Publishers refuse to change the ads of local advertisers unless exorbitant extra charges are paid. In doing this, they are certainly standing in their own light. They are doing what they can to make the advertising

profitable, and if it is made unprofitable, how in the world can they expect it to be continued or increased. If they are not getting enough money for their space to afford to change the ads frequently, then they ought to advance their rates. I believe, however, that it is generally true that they are getting enough money to permit the frequent change of the advertisements.

Several years ago, when I was making some contracts with a number of local papers, I proposed to furnish electrotypes, provided I could get a concession in rates by so doing. I was told that it didn't make any difference whether electrotypes were sent or whether the composition was done in the office, because the printers were there, and were employed by the week, so that it cost no more when they were busy than when they were not busy. This is undoubtedly the case in most local newspaper offices. It must of necessity be in only the larger cities, where composition is paid for by the piece, that the changes of ads make any appreciable difference in the expense of getting out a paper.

It doesn't cost much to set an entire paper in an ordinary weekly office. There are comparatively few papers that are all set in the office of issue. Plate matter is now so good that the average local editor cannot possibly improve upon it, even if he gives his entire time to the subject. An ordinarily good printer will set several columns of advertisements in a day. I mean the ordinary run of ads that go into weekly papers. Of course, if he has any fancy work to do on the ads, or if a good many of them have borders, he won't set so much, but I should think a reasonably fast printer ought to set six or eight columns of ads in a day. I suppose that the average price paid for this kind of work in newspaper offices all over the country is not more than two dollars a day. In the general run of country offices, I doubt if it is more than a dollar and a half a day. At this last rate, it would cost something like twenty-five cents to change a column of ads. Of course, the making-up would take some time, but the increased business which would surely come from this kind of work would more than pay for the time and trouble involved. It is surprising that any newspaper publisher can be found who is so blind to his own interests that he will refuse to aid his adver-

tisers in every way. He is certainly as much interested as they are. I know from experience that local advertisers appreciate any help that is given them, and if the publisher can show them that he is interested in making their ads profitable, it will go a long way toward the continuance and increase of business. If the publisher does honestly try to make the advertising in his paper pay, he will be pretty sure to succeed in doing so.

\* \*

Opticians advertise very little and very poorly. They ought to advertise comparatively little and exceedingly well. They can't use as much space as a department store, nor can they use it so often, but their ads ought to be even better. They ought to impress the readers with the idea that the optician knows his business thoroughly, that he is a perfectly reliable man, and that his prices are not exorbitant. More important than anything else is it to make people believe that he knows what he is talking about. Flippancy will not do. As in every other business, flippancy causes a lack of confidence. The advertiser ought to follow the example of Oliver Wendell Holmes, and not be as funny as he is capable of being. There is no use carrying the matter to the other extreme, however, and this fact is admirably exemplified in the following advertisements that come to me from Greenfield, Ind.

The first ad doesn't talk very much about optical goods, but it is a good, strong talk, just the same. It is amusing, without lacking dignity. It shows once again the small appreciation that publishers have for the profits of their advertisers.

---

### "UP YOU GO,"

### "DOWN YOU GO."

The editor, the publisher, the typographer or the "devil" is responsible for the mistakes in these ads—only four last week.

We make complaint down stairs and they direct us up, we go up and they send us down. Very thankful we don't get kicked out altogether.

That's not our way in the optical business; we strive to MAKE customers, and after we make them, strive to KEEP them.

HUSTON, GRADUATE OPTICIAN,  
With L. A. DAVIS, the Jeweler.

The second ad is tolerably sure to get attention, and tolerably sure to have consideration. It would have been

better if there had been a little talk after the Talmage quotation, making a direct application of what had gone before.

---

### Our Usual Monday Sermon.

### "PTERYGOMAXILLARY."

We want the eye taken from its technicalities, and some who shall lay aside all talk about the pterygomaxillary fissures, and the salerotica and common parlance, which you and I and everybody can understand, present the subject. We have learned men who have been telling us what our origin is, and what we were. Oh! If some one should come forth from the university and take the platform and, asking the help of the Creator, demonstrate the wonders of what we are.—*Ta mago.*

HUSTON, GRADUATE OPTICIAN,  
With L. A. DAVIS, the Jeweler.

Ad No. 3 is good, but, I believe, a little bit incomplete.

---

### IF YOU

Would retain unimpaired vision away on in your life, use your eyes, but do not abuse them. Strength and invigoration come by proper use—use that trains but does not strain them—that develops but does not overtax them. But when you discern a hint of dimness, a tired feeling, an ache in the eyeballs or repeated headaches, BE WARNED!

HUSTON, GRADUATE OPTICIAN,  
With L. A. DAVIS, the Jeweler.

Ad No. 4 makes a statement that isn't so—or, at least, the inference isn't entirely so. I believe that an advertiser

---

### OUR

### FOUR

### DONT'S.

We don't sell a pair of glasses just for the sake of making a sale.

We don't allow the patient to decide which glass is the best. We have spent time and money learning "how."

We don't run down another Optician's work. If we can improve upon it, so much to our credit.

We don't "blow our own horn." If we prove ourselves skillful others will blow it for us.

HUSTON, GRADUATE OPTICIAN,  
With L. A. DAVIS, the Jeweler.

ought to blow his own horn, if telling the truth about his abilities constitutes the blowing of trumpets. He ought to make it perfectly plain what he proposes to do for people, and, at the same time to insist upon his ability to perform what he promises.

It is absolutely impossible to make things too plain in advertising. It is astonishing how many perfectly plain

English statements are misunderstood and misinterpreted.

The fault with ad No. 3 is that it doesn't say in plain words that all the bad feelings enumerated are due to defective vision, and that Huston can cure them.

The following ad also comes from Greenfield, and was apparently written by the same man who writes the optical ads for Mr. Huston. In the original it is exceedingly well displayed, with a half-inch border around a five-inch double column space. It is a good ad, but would be improved by more definite information about clocks. It is indirect, to be sure, but once in a while this kind of advertising is good.

### "IN TIMES OF WAR"

"Prepare for Peace." Slightly reversed, but still, applicable in this case. The newspaper war is about all we'll ever have with Johnny Bull.

John visited our shores in 1776 and now he never cares to wander from his own fireside. We should imitate John in some ways by making our own firesides more pleasant and homelike. Nothing adds more to charm the home than the tick-tock of a good clock. We have some elegant designs left over from the holidays, which we are closing out at great reductions before moving.

All goods engraved free of charge.

L. A. DAVIS, RELIABLE JEWELER.

\*\*\*

### READY-MADE ADS.

I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

*For a Skirt Maker—(By F. Wells.)*

### The logic of my plan of Shirtmaking.

Simply this—no sentiment—just plain business—I'll make one on approval for you—you to own your money till you say you're perfectly satisfied—otherwise—it's my loss—not yours. "Sample" on this plan, \$1.50.

*For Shoes.*

### YOUR "POOR" FEET.

How they would cry out if they could but speak. Treat them as you would your hands or your face—make them comfortable by wearing easy-fitting shoes. Your health will be all the better for it. Our SHOES fit the feet—never pinch—are the acme of stylishness. \$3.50 up.

*For a Jeweler.*

### A GOOD WATCH

was never to be gotten so easily as now and—here. With a stock of Watches on hand—sufficient to equip any three Jewelry stores in town—we can sell you a good timekeeper anywhere from \$3 up to \$50!

Every one of them we guarantee for 5 years! Gold Watches from \$10 up.

*For Dress Trunks.*

### Strongest \$4.75 dress trunk made

has just been sent us by the manufacturers. We would "stake" our reputation on it. Canvas covered, flat top, has sheet steel bottom, 3 heavy steel hinges, strips reinforced, heavy steel clamps, heavy lock bolt, "Excelsior" lock, heavy hardwood cleats, full covered tray, muslin lined throughout.

*For a Carpet Store—(By Jno. W. Hield).*

Some people wonder how it is that we do such a carpet business. It is simply by intelligent buying, close selling and handling everything from first hands, that does it. We are now prepared to figure with you on any size contract. Just as soon sell you one carpet as a house full if that's all you need; want to do your carpet business, be it great or small.

*For a Laundry.*

### "In the neck"

is where you feel it most when your collars are sent home from the laundry with a "raw edge."

When this happens to you, say to yourself: "I'm tired of this! Believe I'll make a change. I'll try another place."

You will like the way we "do up" your collars and cuffs and shirts! Returned to you clean and white.

We are careful of your linen—handle it "gently"—use machinery that won't "tear" it.

Let your bundle come—we're always ready—our wagons will call. It will be returned to you the day promised, too!

Drop a postal.

*For a Printer.*

### Turning out the best Sort of Printing

Is winning for me a big and increasing trade. Work typographically correct and elegant in appearance—and small charges—you are assured of if I have a chance at your work.

THE  
PROGRESS  
OF  
The Mail and Express  
NEW YORK

continues to attract universal attention in newspaper circles and a large share of attention from advertisers and the public.\*\*\*

For January, 1896.\*\*\*

the increase in advertising in The Mail and Express over the same month of 1895 amounted to  $207\frac{1}{10}$  columns. Comparisons, it is sometimes said, are odious; in this case they are surely interesting.\*\*\*

January, 1896.

	Columns of Advertising.	Gain over 1895.
THE MAIL AND EXPRESS,	$759\frac{3}{10}$	$207\frac{1}{10}$
Next Highest Paper in Competition with Mail & Express,	$704\frac{3}{20}$	$37\frac{3}{20}$
		Loss as compared with 1895.

Results and Results Only Bring Business  
to a Daily Newspaper.



## WANAMAKER'S NEW ADVERTISING MANAGER.

A YOUNG MAN OF GENIUS—TRAINED  
RUNNING A COUNTRY NEWSPAPER,  
HE HAS DISTINGUISHED HIMSELF  
WRITING ADS FOR A RIVAL HOUSE—  
THE SON OF A PHILADELPHIA MIN-  
ISTER WHO WENT TO A SOUTHERN  
"BOOM" TOWN TO HEW OUT HIS  
FORTUNE.

"I've spent all my life having fun,"  
was the startling assertion Wanama-  
ker's new advertising manager made  
when I went in to see him. "Run a  
country newspaper—that's more fun  
than anything I know of. I ran a  
weekly in a 'boom' town—Pulaski,  
Virginia. Then I ran a daily a little  
while. That was entirely too much  
fun and I quit in 1892 and sold out.  
The first time I found out I could ad-  
vertise was a sale of town lots. Com-  
pany came to me ten days before the  
date set for the sale and said they had  
\$1,200 to spend in advertising it. I  
placed the business by telegraph—sent  
Baltimore *American* two columns by  
wire. The company sold \$56,000  
worth of lots inside of three hours.  
That's what turned my head prob-  
ably."—*Extract from article in  
Printers' Ink, April 10, 1895.*

# BALTIMORE AMERICAN

## "Carries Weight"

and possesses the cardinal features that make it profitable to advertisers,  
honesty, purity of tone, circulation and the confidence of its readers;  
these are the characteristics that give a newspaper that quality—PUR-  
CHASING POWER—that advertisers seek. "THE AMERICAN"  
is such a paper. Its circulation is good and increasing rapidly every  
year, and advertisers find it a paying medium.

### CIRCULATION EXCEEDING

Sunday, 75,000; Daily, 40,000; Twice-a-week, 25,000.

Unsurpassed as an Advertising Medium and one of the  
oldest papers in America, being founded in 1773.

### A. FRANK RICHARDSON,

Tribune Building,  
New York.

Chamber of Commerce,  
Chicago.

D. P. BEVANS, Special Agent, 165 World Building, New York.



Beginning  
March  
1st,  
1896,

# Ladies \_\_\_\_\_ Home Companion

..... WILL BE A.....

**MONTHLY MAGAZINE,**

Greatly Enlarged and Improved.



**Circulation.....**

**...220,000 Copies**

.....EACH ISSUE.

**MAST, CROWELL & KIRKPATRICK, Publishers,**  
**SPRINGFIELD, OHIO.**

**EASTERN OFFICE:**  
**Times Bldg, New York City.**  
(Joseph W. Kennedy.)

**WESTERN OFFICE:**  
**Monadnock Bldg, Chicago, Ill.**  
(C. Heber Turner.)

# The Latest Day

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## The Plan of Publication for the American Newspaper Directory for 1896 is set forth as follows:

Dec. 14th, '95—Application to publishers for information.

Jan. 16th, '96—Revision commenced from information sent in by publishers.

Feb. 14th—Revision from information sent in by publishers completed.

Feb. 28th—Final revision completed.

March 1st—Commence furnishing copy to printer.

April 3d—Last copy supplied to printer.

April 4th—First form goes to press.

May 7th—Printing of last form to be completed.

May 8th—Deliver last sheets to bookbinder.

May 15th—One completed book to be delivered.

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By the above it will appear that, although all information should have reached the Directory office on or before January 15th, yet it will be possible to make corrections, if appearing to be of importance, as late as February 28th, and that emergency cases *may possibly* get attention even after April 4th.

It will be possible to receive advertisements in full position as late as April 1st, and they may be accepted for some positions even as late as May 6th.

This schedule shows the latest day,  
But best results brook no delay.

The newspaper publisher who intends having an advertisement appear in the Directory will be wise if he sends in his copy at the earliest moment possible.

After your rival has bought the best place,  
It will be too late for you to secure it.

Address all orders to

**THE AMERICAN NEWSPAPER DIRECTORY,**  
10 Spruce Street, New York.

# *Any Picture Reproduced of any size.*

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If you see any picture anywhere of which you think you would like to have an electrotype, send an impression of it and one dollar, and I will send you an electrotype not more than one inch in length or breadth. If you want it larger—say two inches long and one inch wide—the charge will be \$1.25. For two inches square, equivalent to four square inches, my charge will be \$1.75. In other words: I will make an electrotype of any picture you send me, one inch square or less, for \$1; for more than one inch square 25 cents for each square inch. Send on your picture, state the size you want and inclose the money in bills, stamps, post-office order or check and you will get the electrotype promptly. It is a small matter, not enough to enter into a correspondence about.

WILLIAM JOHNSTON, Manager of Printers' Ink Press,  
10 SPRUCE STREET, NEW YORK.

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On this page are shown samples of one-inch reproductions.

# *1/4 Pound Tin Cans*

*of Carmine,  
Fine Purples or  
Bronze Reds*

**For 50 Cents a Can.**

---

I will match any ten dollar black or any other black or colored ink in existence (except carmines, finest purples and bronze reds) for 25 cents a can.

But you have to send the money in advance. Send a dollar and get four cans assorted to suit, or three dollars for a dozen.

Address

PRINTERS INK JONSON,  
8 Spruce Street, New York.

# The Seattle Times

The leading afternoon Daily of the Pacific Coast is winning golden opinions from all.

Here is what the Hon. Chas. Prosch, Historian of the Washington Press Association, said of the TIMES in a recent address before that Association :

"Under its present management it has shown very marked improvement in both editorial and news departments, and now has no superior in the State; indeed, it displays an enterprise and ability excelled by few of the leading journals of the Union."

The strongest point in favor of the TIMES is that it is essentially a family paper. It goes to more homes than any other paper in Seattle. It is the best for advertisers, as well as the cheapest. : : : : : : : :



THE  
**BIG**  
BICYCLE

CONCERNS ADVERTISE  
ON THE

**POSTER BOARDS**

OF THE

**BROOKLYN "L"**

because they know it's  
good display for very  
low rates, and brings  
sure results.

**Any business can be equally benefited.**



**GEO. KISSAM & CO.**

35 Sands Street, Brooklyn.  
253 Broadway, New York.

# There's nothing in it!

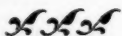


They  
look  
pretty, but  
they're  
not happy.

*Just like a man who opens a fine establishment, and states: "I'm going it alone, and won't advertise." Of course, he has a solitary road to travel, as nobody knows anything about him. If he put a bright, terse, attractive card in the*

## ..STREET CARS..

*everybody would know of him.*



**GEO. KISSAM & CO.,**

**Largest Street Car Advertising Concern in the World.**

**253 BROADWAY, NEW YORK.**



**Tumbling Over Each Other**



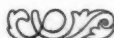
**To Get  
Space in  
Our  
Street Cars**

and they're all pleased. Why?  
They are on to

***A GOOD THING.....***

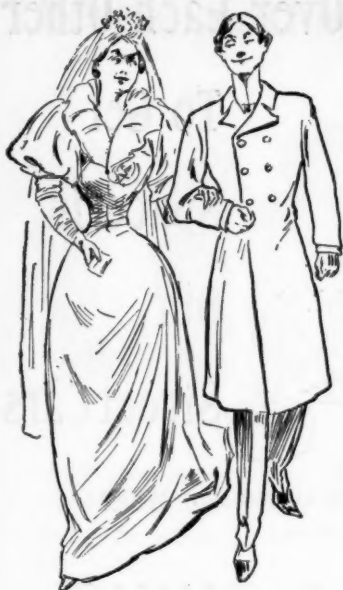
for they know that space in street  
cars, rightly conducted, is scarce  
and results are certain!

***SEND FOR OUR LIST....***

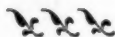


**George Kissam & Co.,**

**253 BROADWAY, N. Y.**



Wedded  
to  
Something  
up  
to  
Date!



*That's what all bright, live advertisers  
are who see the intrinsic value of : :*

## STREET CAR ADVERTISING

*and they are all "WILD FOR IT."*

But, YOU WANT IT RELIABLY  
AND RIGHTLY PLACED.

CONSULT US:

GEORGE KISSAM & CO.,  
253 BROADWAY, N. Y.

**"All by his stony lonesome"—**



**he's having  
a good  
time, but  
nobody  
knows it.**

"The man who never advertises" is considerably more lonesome—he don't ride "bikes," but brushes cobwebs off his shelves; it's so "still" in his joint you could make whisky.

### **MORAL—**

well, never mind the moral, write for our list of STREET CARS if you want advertising of the kind that pays and no "cobwebs."

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**GEORGE KISSAM & CO.,**

**253 BROADWAY, N. Y.**



## Success is a shy bird

All kinds of plans and methods are necessary to achieve success. No specific rules can be laid down to fit every case.

In advertising, success depends on the ability of the agent to formulate the proper plan of campaign for the particular matter in hand.

Such a plan consists of three vital factors—the preparation of good copy, the attractive arrangement of type and illustrations, and the selection of the best papers to reach the particular class of people aimed at.

We really, earnestly believe we can do the best planning. We know we can get the lowest rates.

Letters addressed to us will receive careful and prompt attention.

**THE GEO. P. ROWELL ADVERTISING CO.,**  
10 SPRUCE ST., NEW YORK.